



September 2001

President's Message

Bill Statler, Financial Director, City of San Luis Obispo

The Power of Setting Goals

A few years back a trainer caught my attention with his observation that humans are "hard-wired" to achieve articulated goals, much like the swallows returning every year to San Juan Capistrano. (They still do, don't they?)

Well, I'm not so certain that just the act of writing down objectives has this kind of automatic results. (No matter how well thought-out or composed, any goal I write to achieve a full head of hair is unlikely to come to fruition). But I still think formally setting goals is very powerful, and a pre-requisite for any successful organization. The benefit may largely come from the simple discipline of thinking about what you want (and why) that precedes the act of writing it down. Or as James Baldwin once said: "Not everything that is faced can be changed; but nothing can be changed until it is faced."

In short, if you don't know where you're going, any road will take you there. (And if you want others to go with you, you better be sure they know the direction, too). In my own City, I've seen the power of setting goals as an integral of our budget process; and I've seen it here in the CSMFO.

Starting in 1989, the Board and Committee Chairs have met annually to set goals for the coming year. And the results have been extraordinary. Major initiatives and successes that have directly emerged from these annual retreats include:

- ❖ Chief financial officer and strategic leadership training program.
- ❖ Rejuvenated weekend training program.
- ❖ Closer ties to chapters.
- ❖ Beginning and intermediate government accounting (sponsored by chapters).
- ❖ Email group list (one of our coolest member services).

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The mini-News is your newsletter! Take advantage of our monthly publication by sharing with us your ideas. CSMFO is always seeking input from all members on topics in any department section.

Don't forget to visit the website at www.csmfo.org for the latest news!

California Society of Municipal Finance Officers

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 Candis Hong, Thousand Oaks
 Howard Longballa, Alhambra

CSMFO Web Site & Email Notes

The following is a list of notes and informational items regarding the CSMFO web site and group email. Hopefully, this information will assist you in taking full advantage of the technological resources available to our members.

Open Email Group Lists

The group email list that we all subscribe to, members@csmfo.org, is an "open" list. People in other governmental sectors, consultants/vendors, etc., can sign on to the group by logging on our website. That being said, please remember that the CSMFO group email list is more than just "us finance folks." When sending out information, soliciting responses, or just responding to the group, be aware that other related parties are part of the mix.

Email Request Guidelines

The following are simple guidelines for requesting and replying to requests for information via the CSMFO email group. The key point is that requesters are responsible for summarizing the results of their survey and sharing them with the rest of the group.

Checking First on the CSMFO Web Site. The results of previous surveys have been posted on the CSMFO's web site. Additionally, our web site's Virtual Resource Room contains many policy documents from other cities covering a broad range of areas. The "search" function on the website is an excellent tool to find related topics.

Letting Members Know Who You Are. Please be sure you include your name, organization, and telephone number somewhere in your email request.

Requesting Information. Place your topic in the first few words of the

subject line of the email so that members can determine if it is of interest to them without having to open it. Also, be sure to provide a deadline by when replies are due.

Replying to Requests. Generally, you should only reply to the sender. It will be the requester's responsibility to summarize the results for everyone on the list. Exceptions are those cases where you believe that there will be broad and urgent interest in your response for the membership as a whole.

Sharing the Results. After replies are received, the recipient (requester) is responsible for preparing and sending out a summary email titled SUMMARY – [TOPIC], sharing what they learned with the broader membership.

Posting Replies on the Web. Frances Medema at the League of California Cities monitors all survey results. Replies containing questionable information are forwarded to the Career Development Committee and/or the Technology Committee for review. The information is then forwarded to our web master for posting.

Contributing to the Resource Room. If you receive electronic versions of documents in response to your request, please forward them via email to Frances Medema (medemaf@cacities.org) for posting on the CSMFO web site.

Posting Information From Outside Organizations

Information from outside organizations shall be posted on the CSMFO group email list only after approval by the

CSMFO Election Process- Nomination Committee Formation

Candidates for CSMFO President-Elect and the Board of Directors are nominated for election by the membership by a seven-member committee appointed by the President. With the President serving as Chair, the six other members include the Past President, President-Elect, one current or past Board member, one Chapter Chair, one Committee Chair or Vice-Chair and two active members at-large. Three positions will be elected for 2002: President-Elect and two Board Members (one from the north and one from the south).

What does the Committee do? The nominating committee has two key roles: soliciting candidate interest and nominating candidates for election by the membership in November. Additionally, within the general direction provided in the CSMFO *By-Laws* and *Policies and Procedures*, the Committee coordinates the nomination process such as setting due dates and general ground rules for considering candidate nominations.

Are you interested in serving on the Nominating Committee as an at-large member? If so, please contact Bill Statler, CSMFO President, by September 15, 2001 (Phone: 805.781.7125; Email: bstatler@slocity.org). Other than being an Active Member (and a strong interest in helping govern the CSMFO), there are no specific requirements for serving on the nominating committee. However, members of the nominating committee will not be considered as candidates for election. Please call or email Bill Statler for more information about the nomination and election process.

Chapter Corner: Desert Mountain

Kevin Smith - Finance Director, Town of Apple Valley

This has been an active year for our division. Although we only meet quarterly, efforts are made to provide interesting programs at several different locations. At our last meeting a representative from Verizon gave a detailed explanation of DSL, where it is and where it will be in the future of data communications. Also, a motivational tape was presented emphasizing customer service, which I know is important to all of us. Not only humorous and fun to watch, the tape really got the point across about how important customer service is and how to have fun at the same time.

This week our program is going to be held right here at the Town of Apple Valley Council Chambers. Our speaker is giving a presentation on variable interest bond financing and re-financing. As a person who recently did a bond refunding with variable interest bonds and have not paid in excess of 2.8% interest on an issue that was previously at approximately 6.8%, I thought this topic would be of great interest to all our members. It will also provide me with the opportunity to "show off" our new Town Hall, which is currently under construction.

Other meetings held during the past year included speakers from a variety

of backgrounds and all provided interesting topics for our members. In addition to the normal speaker, we have tried to provide other interesting sub topics. While meeting at Southern California Logistics Airport (Formerly George AFB in Victorville), the airport manager gave an update on the future of the airport, which has a direct impact on all the communities in this division. At another meeting, this time at the Apple Valley Airport, several classic plane enthusiasts brought their planes and gave presentations about their "toys".

A group of us usually try to get out after the meetings and play a round of golf – each time at a different area golf course. This is an opportunity to network with several of our peers and a good chance to examine course management techniques.

Our normal quarterly meeting starts at 10:00 a.m. and goes through lunch, which is usually something different and special. We try to keep the cost at \$10.00 per person and usually have about 20 to 25 attendees. Anyone who's in the neighborhood is always welcome to attend, and can contact me at 760/240-7000 or ksmith@applevalley.org for information on our next meeting.

Roster Updates

Cynthia Hart
Principal Accountant
City of Culver City
9770 Culver Blvd
Culver City CA 90232
310/253-5840
310/253-5830 fax
cynthia.hart@culvercity.org

Congratulations!

The following CSMFO members have completed all five GFOA CPFO Certification exams:

Susan Mayer - City of Sacramento
Annie Young - City of Monterey Park
Nita McKay - City of Costa Mesa

E-Government Update

One of the goals of the Technology Committee for 2001 has been to create an "E-Government" page on the CSMFO website. This page will include links to valuable government technology sites that members can visit to learn more about how technology and the Internet can be used to provide better service. In addition, the Committee plans to periodically highlight in the *mini-News* and on the E-Government page a City, Agency or District that is using technology in new or creative ways. In this article, we will highlight the City of Brentwood's web site.

Visit the City of Brentwood's website (www.ci.brentwood.ca.us) and I think you'll agree that they have worked very hard to develop tools to make their site useful to their citizens. In just a little over a year, this site has already had over 86,000 hits. It was also voted the "Most Useful Website" in the county by the Contra Costa Times.

Brentwood staff takes pride in the functionality of their website. Developed under the direction of Pam Ehler, Director of Finance and Information Systems; Yun Cho, Information Systems Manager; and Donna Grilli, Webmaster, it's designed so that you are only one or two clicks from the main page to anywhere else on the site. All pages bring you back to the main page, which they feel keeps their citizens from getting lost. The navigation seems to be working extremely well.

In the "Resources On-line" section, you'll find standard resources such as the Municipal Code and employment information. But in addition to that, the City of Brentwood has implemented a "map room" or GIS (Geographical Information Systems) on the web. The

GIS system uses MapGuide by Autodesk (users must download MapGuide Viewer to use the feature). In addition to a map of the City, currently visitors can see parcel information and aerial photos of Brentwood.

Also in this section is the interactive forms page, which offers most city forms online. The forms are organized by department and include an employment application, building permit submittal, map and plan check list and the business license application. They can be downloaded, filled in, and printed.

Brentwood just went paperless on City Council Agenda Packets. All council members and citizens can download "e-Packets" from the Intranet and Internet sites. This reduces time spent on paperwork substantially, and saves trees in the process. The agenda packet is also produced in HTML format for the citizens that use dialup connections.

The public notice page allows citizens to view important information regarding City activities. This is linked to an Access database that is updated as the information becomes available.

One corner that catches your eye as soon as you enter the website is the "Kids' Place" section. City of Brentwood staff is excited about the new implementation of "Kids' Place," which is designed to be a safe place for children to visit. They will be adding more features in the future but it already includes information on the upcoming Skate Park, area schools (including test scores), and the Brentwood Family Aquatic Complex.

Brentwood's plans for the future

Do you want to be more involved with CSMFO?

We invite you to subscribe to the member listserv on the "Mailing List" section of the CSMFO website at www.csmfo.org to receive updates on training, new developments in legislation, and surveys regarding policies and procedures in cities, counties and special districts.

If you have questions, please contact Amy Johnson, Membership Services Representative, at 916/658-8210 or johnsona@cacities.org.

MARK YOUR CALENDARS



GASB 34 Training

October 10 - 12, 2001

Merced, CA

(registration form attached)

January 9-11, 2002

Fremont/Sunnyvale area

(more details to be announced)

Annual Weekend Training

November 16-18, 2001

Ontario, CA

(registration form attached)

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CSMFO Weekend Training Workshop

The Annual CSMFO Weekend Training Workshop, scheduled for November 16-18 at the Hilton Hotel in Ontario, CA, is quickly approaching. Registration is limited to the first 40 respondents. A registration form detailing the specific topics of discussion is attached. Please complete and mail your registration form **TODAY** to ensure your place at the seminar. The registration deadline is Friday, October 19th, and all registrations must be prepaid.

Please visit the CSMFO website at www.csmfo.org for more information as well as a downloadable registration form. If you have any questions not addressed on the website, you may contact Ronnie Campbell at 562/866-9771 or rcampbel@lakewoodcity.org; or Mark Uribe at 714/379-9222 or m_uribe@ci.stanton.ca.us.

Please note that the registration form included with last month's *mini-News* was incorrectly dated to read November 15th-18th; the correct dates are actually November 16th-18th.

GASB 34 Training

**October 10-12, 2001
Merced, CA**

Registration information is available on the CSMFO website (www.csmfo.org).

Special Districts Outstanding Financial Awards Program for Fiscal Year 2000-2001 Comprehensive Annual Financial Reports

Karen P. Brust, Director of Finance/Treasurer
San Diego County Water Authority

For the second year in a row, a Special Districts Outstanding Financial Reporting Awards Program is being offered to all CSMFO Special District members for Comprehensive Annual Financial Reports (CAFRs) for Fiscal Year ended June 30, 2001. This is an excellent opportunity to submit your CAFR to the program and be recognized for your dedication to financial management and be considered for a Certificate of Award for Outstanding Financial Reporting. It is also an excellent opportunity to have your report reviewed by your peers in order to receive valuable expertise and feedback.

The program is available to all CSMFO members. Component units are not eligible. The cost to submit your document is \$25. This nominal fee will offset the costs incurred to administer the program. Deadline for submittal is **DECEMBER 10, 2001**. The application form and application supplement are provided as an attachment to the *mini-News*. In addition, the application materials are now available on the CSMFO website and are available electronically by contacting the address below.

In order to continue to make this new program a success, we need your help as a Special District CAFR Reviewer. Last year, 17 special districts received this prestigious award and 14 reviewers volunteered their valuable time to support the program. Please consider sharing your expertise and time by participating as a reviewer. You are CSMFO's greatest resource! If you are interested in volunteering to be a reviewer, please contact:

Karen P. Brust
Vice-Chair
Professional/Technical Standards Committee
San Diego County Water Authority
4677 Overland Avenue
San Diego, CA 92123
(858) 522-6671/Fax (858) 522-6561
kbrust@sdewa.org

If you have any questions regarding this program, please contact me directly. Your support by participating and/or volunteering your time will ensure continued success to this program. Good luck and thank you, in advance, for all of your support!

A Fond Farewell...

In early August, CSMFO lost a good friend with the passing of Ray Berzins, Assistant Finance Director for the City of Folsom, and long-time CSMFO Chapter Chair and member. He will be missed by all of his friends in CSMFO.

CSMFO Mini-News

1400 K Street, Suite 400
Sacramento, CA 95814

Contact: Amy Johnson
Phone: 916/658-8210
Fax: 916/658-8240
E-mail:

johnsona@cacities.org
Website: www.csmfo.org

Surfing the Waves of Change - 2002 Annual Conference

How can you beat a conference filled with topics that deal with those issues so important to your city and at the same time spend a couple of days at a beautiful hotel overlooking the water in San Diego in February? Well you can't beat it, and things are humming as the San Diego cities put together all the details for the Annual CSMFO Conference 2002 set for February 20-22, 2002. Mark your calendar NOW for the Sheraton San Diego Hotel & Marina!!

Since we are still negotiating the fine points, let me give you a peek at the speakers we are planning who are too good to miss. A noted economist/speaker brings perspective to the constantly changing economic picture and provides a look into the future. As our professional lives become more complex, how do we have time for a personal life? A featured speaker will help us look at ways to achieve a work/life balance. Featured topics, as you requested, will also address ethics and

technology issues as well as communication and organizational development.

For the vendors and in response to their comments and suggestions, the large vendor hall adjacent to the meeting rooms will also be the location for conference registration. On the opening day of the conference, participants will enjoy a unique "box" lunch and an opportunity to meet with vendors at the same time. Cocktails and heavy hors d'oeuvres will welcome participants at the evening reception also to be held in the vendor display area.

Surfing and San Diego are synonymous and we are planning a very special evening event on Thursday with all you might expect from this unique place on the Bay and more. Casual dress is the norm so come prepared to swing after a day filled with programs designed to address those issues of most importance to finance directors.

Electronic mini-News

Are you interested in receiving the *mini-News* electronically rather than through "snail mail?" The CSMFO Technology Committee is considering making this option available to all members.

As soon as the monthly publication is ready for distribution, you will receive an email notifying you of this. The email will also contain a link to the CSMFO website, where the newsletter can be found. You can either view it online or print it out. (The newsletter will be available in either Word or PDF format).

You will have the option of receiving this email notification only (not receiving a hard copy in the mail), or receiving the email notification *and* still receiving a hard copy of the newsletter in the mail.

If you are interested, please email your preference to Amy Johnson at johnsona@cacities.org. Please indicate that you:

- Want the email notification only. (You will be dropped from the newsletter mailing list).
- Want the email notification and a hard copy of the newsletter in the mail.

If you do not respond, the committee will assume you still want the mailed copy only.

Thank you for assisting us in trying to be as quick and efficient as possible in getting information out to our members.

Hotel Information for GASB 34 Training – Merced, CA

Following are some suggestions for your stay in Merced. These hotels are in close proximity to each other, and all are about two miles from the training site. The rates quoted are government rates before tax, except those marked with asterisks, which are quoted at the regular rate.

<u>Hotel</u>	<u>Rate</u>	<u>Address</u>	<u>Phone</u>	<u>Distance fm mtg</u>
Best Western	\$56.00	1033 Motel Drive	209/723-2163	1.6 miles
Days Inn	\$58.00	1199 Motel Drive	209/722-2726	1.7 miles
Holiday Inn	\$59.00	730 Motel Drive	209/383-0333	1.5 miles
Motel 6	\$34.99*	1215 R Street	209/722-2737	1.3 miles
Travelodge	\$49.50	1260 Yosemite Pkwy	209/722-6224	1.8 miles

CSMFO Web Site & Email Notes *(cont'd from pg 2)*

Board, the Career Development Committee, and/or the Technology Committee. Information from outside organizations could pertain to seminars, conferences, training sessions, workshops, or other related events. All events must be for the purpose of promoting professional administration of municipal finance.

All outside organizations must be non-profit in nature. Their intent of distributing information through the use of the CSMFO group email list shall not be one of economic gain.

Chapter Email Group Lists

Every active member, government associate member, special district member, commercial member, student member, and retired member is encouraged to sign up to a chapter email group that is applicable to their geographical location. Visit the "chapters" web page to sign up. Members are encouraged to use the chapter group list to post information that is pertinent to only certain parts of the State.

Disclaimer

All email survey results and policy documents have been voluntarily provided by CSMFO members. CSMFO believes this information can be useful in gathering data and/or creating policy documents. However, the placement of this information on the CSMFO web site is not an endorsement by CSMFO. CSMFO members who use this information should use due diligence in considering the appropriateness of the content within their organization.

Advertising on the Web

If you have a vacancy in your city, you can now advertise it on CSMFO's web site (www.csmfo.org), as well as in the *mini-News* newsletter. Please email your ad to Amy Johnson, johnsona@cacities.org, or fax it to her at (916) 658-8240. The ad should contain the job title, city, salary, position description, and contact and applicant information.

All ads will be posted on the web site immediately after all the pertinent information is received.

E-Government Update *(cont'd from pg 4)*

include putting the Capital Improvement Program Budget, General Budget, and Cost Allocation Plan on the website for all interested parties to review. Take some time to visit Brentwood's site and see what they're doing. You might come away with something you'd like to try on your City's site.

The Technology Committee would like input on what your City, Agency or District is doing in the way of using technology and the Internet to improve government services. This could be some functionality offered on your website, a great intranet application, or even an extranet application you're proud of. We would like to highlight successful Internet technology ventures in the *mini-News* and on the E-Government page periodically so everyone can see what's working in other communities. Send your ideas to Don Rhoads at rhoads@ci.monterey.ca.us.

President's Message *(cont'd from pg 1)*

- ❖ Web site (it's a benchmark for other professional organizations).
- ❖ Outstanding annual seminars, with attendance growing from 300 to 700.
- ❖ Special training on focused topics such as investments and effective presentation skills.
- ❖ Coaching program.
- ❖ GASB 34 training (one of our newest initiatives that has received great reviews from participants).

As discussed in last month's *mini-News*, the CSMFO leadership will be meeting on September 7 to chart our course for the next year. As in the past, we will be setting annual goals with detailed work programs outlining what, why, who, when and—something as finance officers we should especially appreciate—resource requirements. (One of the key reasons for our success in the past several years has been our focus in linking goals with the resources needed to achieve them)

But this year, we also hope to take a broader look at where we hope to be five years from now. And based on this, aligning our annual work program accordingly. While planning ahead and being pro-active is important for any organization, this is especially true for a volunteer organization like the CSMFO. Given our limited resources, and our dependence on the dedication, energy and enthusiasm of folks with "day jobs" (and hopefully a real life, too), we need to be sure we are focused on achieving things that will have the most value for our members. I look forward to sharing the results with you next month.

Welcome New Members


Kathryn Downs

Accounting Manager
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30940 Hawthorne Blvd
Rancho Palos Verdes CA 90275
310/544-5216
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Charles Adams

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David Glasser

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Oakland CA 94612
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775/588-4527 fax
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Gay Giles, CPA

Business Administrator
Mountain House CSD
222 East Weber Ave., Room 3
Stockton CA 95202
209/468-9962
209/468-3010 fax
gagiles@pachell.net

Up the Ladder

REVENUE ACCOUNTANT - City of Bellflower, CA. Salary: \$4,108 - \$4,993/month. Under general direction, performs highly responsible and professional work in planning, organizing, and reviewing programs and activities related to the management of the City's revenue sources. Also performs and assists with the general accounting work, fixed assets records, year-end audit work paper preparation, data processing (e.g., business license renewals, accounts payable, accounts receivable, purchase orders, payroll and cash receipts). Maintains adequate internal controls over the City's revenues and handles daily cash management by properly securing all revenues collected by the City. This would also require verification of accuracy and completeness of funds collected and periodic audits of revenues and cash management. Seeks additional revenue sources, grants and other cost saving measures, and other work as required. Graduation from an accredited four-year college or university with degree in Accounting, Finance, or other related field. Three years of increasingly responsible experience in municipal revenue management and accounting. Principles and practices of revenue management, cash management, budgeting, finance, and generally accepted accounting principles applicable to local government. Proficiency in computer software including Microsoft Excel, Word, PowerPoint, GroupWise, business license system, automated accounting system, fixed assets management software, and other essential software. A City of Bellflower application and resume must be submitted no later than Friday, September 21, 2001 at 5:00 p.m. Obtain applications and information from City of Bellflower, 16600 Civic Center Drive, Bellflower, California 90706-5494, telephone (562) 804-1424, ext. 2299, 8:00 a.m. to 5:00 p.m., Monday through Friday, or at www.bellflower.org.

FINANCE DIRECTOR - City of Seaside, CA (on the Monterey Peninsula). Annual Salary Range \$75,113 - \$92,220 with excellent benefits including City paid PERS for 2% at 55 and reporting it as compensation. Responsible for the city's financial and budgetary systems. Requires BA in accounting, finance, or business, (MA or CPA desired), and five years experience with three years in governmental accounting. City application form required. Apply by 5:00 PM, September 28, 2001, at Personnel Office, Seaside City Hall, 440 Harcourt Avenue, P.O. Box 810, Seaside, CA 93955. (831) 899-6250 or email ifleming@ci.seaside.ca.us. EOE.

Did You Know?

State revenue and tax code is complex already. Lay on top of that administrative decisions and tracking revenues becomes a full time job. Recently the State Board of Equalization distributed a memorandum reminding local jurisdictions of a 1995 resolution on Bradley-Burns sales tax distribution on construction projects over \$5 million. According to the resolution, "a construction contractor **may elect** to obtain a sub permit for the jobsite of a qualifying contract resulting in a direct allocation of tax to the jurisdiction in which the jobsite is located, rather than indirect allocation through the countywide pool." So start watching those construction permits within your jurisdiction to detect those projects over \$5 million, keeping in mind that the contractor must voluntarily choose to obtain the sub permit to redirect the sales tax revenues.

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Chapter Meetings



North Counties

Carolyn Thomas, Chapter Chair
Ass't Finance Director, City of Eureka

Date: Tuesday, September 11, 2001
Time: Noon to 1:30 p.m.
Place: The Sea Grill Restaurant (in Old Town), 316 E. Street, Eureka
Spkr: Peter W. Miller, Managing Director of Public Financial Management, Inc.
Topic: Various methods of financing local government and special district capital projects.
RSVP: Carolyn Thomas, 707/441-4114 or cjthomas@eurekaweb.com
Cost: \$16.00 per person

Peninsula

Richard Averett, Chapter Chair
Finance Director, City of San Carlos
(Joint meeting of CSMFO & CMTA)

Date: Thursday, September 13, 2001
Time: 9:00 a.m. - 2:00 p.m.
Place: HS Lordships Restaurant
Berkeley Marina
#199 Seawall Drive, Berkeley
Spkr1: Speaker: William Taylor, Director of Portfolio Management Group
Vining Sparks
Topic1: 9:30 a.m. - *Where Interest Rates Are Going - Debt Re-Financing?*
Spkr2: Marc Vraciu - ITC Contract Services Division, Marketing & Business Coordinator, City of Inglewood
Topic2: 10:45 a.m. - *If you can't beat 'em, join 'em.* Selling to Government: Private Vendor vs. Peer to Peer sales
RSVP: Maureen Lennon, 650/802-4118 or maureen.lennon@ci.san-carlos.ca.us
Cost: \$24.00/advance, \$30.00 at the door

Monterey Bay

Daphne Hodgson, Chapter Chair
Financial Svcs. Mgr., City of Monterey

Date: Friday, September 14, 2001
Time: 10:30 a.m. - Registration & Networking
11:00 a.m. - Guest Speaker: John Fitzgerald
12:00 p.m. - Lunch
Place: Tarpy's Roadhouse - Vintner's Room (located on the main floor)
2999 Monterey-Salinas Highway
Monterey, CA
Spkr: John Fitzgerald
Topic: Variable Rate Financing: Lowest Costs for the New Millennium
RSVP: Susan Kellermann, 831/646-3940 or kellerna@ci.monterey.ca.us
Cost: \$20.00/person

San Gabriel Valley

Josh Betta, Chapter Co-Chair
Finance Director, City of S. Pasadena

Tracey Hause, Chapter Co-Chair
Admin. Svcs. Dir., City of Arcadia

Date: Wednesday, September 19th, 2001
Time: 11:15 - 11:30 a.m. - Registration
11:30 - 12:15 p.m. - 1st Presentation
12:15 - 1:00 p.m. - Lunch
1:00 - 2:00 p.m. - 2nd Presentation
Place: Four Points Sheraton Hotel (formerly Wyndham Garden Hotel)
700 West Huntington Drive
Monrovia, CA 91016
Phone (626) 357-5211
Spkrs: (1) Eric Middleton - Manager, Maximus Company
"Interviewing Dos and Don'ts"
(2) Panel Presentation: "What a City Manager Looks for in a Finance Director" - James Starbird - City Manager, Glendale; Sean Joyce - City Manager, South Pasadena; and Bill Kelly - City Manager, Arcadia
Menu: The Fajita Grill Buffet
RSVP: Kelley Williams, 626/574-5465 or kwilliams@ci.arcadia.ca.us by September 11th at 5:00 p.m. (No-shows may be billed).
Cost: \$25.00 Per Person - payable at the door (make checks payable to the City of Arcadia)

Coachella Valley

Craig Graves, Chapter Chair
Finance Dir., City of Coachella

Date: Monday, September 17, 2001
Time: 12:00 p.m.
Place: Desert Willow Golf Resort Clubhouse - Palm Desert, CA 92260
38-995 Desert Willow Drive (Off of Country Club Drive, West of Cook Street, North of the Desert Springs Marriott) (760) 346-7060
Spkr: Rob K. Braulik - CA Communities
Topic: "Financing Opportunities and Purchasing Savings from the League through California Communities"
Menu: Cobb Salad; Caesar Club Sandwich; Classic Burger or Chief Hot Pastrami Melt
RSVP: No later than Monday, Sept. 10, 2001 with lunch selection (Reservations not cancelled by this date will be billed.)
(760) 346-0611, ext. 320

Central Valley

Susan Halligan, Chapter Chair
Finance Director, City of Lathrop

Date: Thursday, September 20, 2001
Time: 11:30 a.m. - 1:30 p.m.
Spkr: Roger Storey, Deputy City Manager, Chair of the Downtown Action Team
Topic: Stockton Downtown Revitalization - Where we are and how it happened
RSVP: Bridgett Gibson, 209-937-8435 or Bridgett.Gibson@ci.stockton.ca.us
Cost: A registration bulletin will be mailed to Chapter Members with cost and map soon.

Orange County

Darren Hernandez, Chapter Chair
Director of Finance, City of La Habra

Date: Thursday, September 27th, 2001
Time: 11:30 a.m.
Place: The Turnip Rose
Orange, CA
Spkr: To Be Announced
Topic: To Be Announced
RSVP: Veronica Ciocatto, 562/905-9729 or veronica_ciocatto@lahabracity.com

Up the Ladder *(con't from pg 8)*

ASSISTANT FINANCE DIRECTOR—City of Milpitas, CA. Annual Salary: \$83,392 - \$109,769. We are seeking a seasoned finance professional with significant leadership experience in a diverse and complex organization. The City desires an executive with outstanding interpersonal and managerial skills, as well as a willingness to work cooperatively and collaboratively with all City departments. Minimum of a BA and 5 yrs exp. Including (2) yrs supervisory. Possession of a current CPA highly desirable. Final Filing Date: Tuesday, September 4, 2001. Applications can be obtained in person at City Hall (Great Mall), by calling Human Resources at 408/586-3090, or by visiting our website at www.ci.milpitas.gov. ADA/EOE.

ASSISTANT FINANCE DIRECTOR - City of Temecula, CA. Monthly Salary Range \$4,687-\$5,997 with excellent benefits including City paid PERS for 2% at 55 and reporting it as compensation. Responsible for planning, organizing, and supervising the work of professional and clerical staff and oversee general accounting and report functions. Requires BA in accounting, finance, or business, (MA or CPA desired), and four years experience with fund accounting, preferably in a municipal environment. Apply by 5:00 PM, September 7, 2001. Application materials can be obtained on our website at www.cityoftemecula.org, from our jobline at 909/694-6445, or in person at 43200 Business Park Drive, Temecula, CA 92590. Resumes will not be accepted in lieu of a completed City application for employment. EOE

CONTROLLER - City of Fresno, CA (Population: 420,000). Salary DOQ. Located in the central San Joaquin Valley, the City of Fresno is at the geographic center of California and is the sixth largest city in the State. The City's 2001-02 budget is \$794 million. Position reports to the City Manager and plans, organizes and directs the day-to-day financial activities of the City; and directs the activities of the Accounting, Treasury, Business License and Payroll Sections. Desire a relevant BA/BS degree (master's preferred) and 5 years of professional supervisory and administrative experience in public finance administration. Private sector experience, which includes the auditing of local governments, will be considered qualifying. Active CPA certification is preferred. See our website at www.dmgmaximus.com/recruit. Send resumes immediately to MAXIMUS, Attn: Norman Roberts or Nicole Zieba, 10474 Santa Monica Blvd., #208, Los Angeles, CA 90025-

6922, FAX to (310) 475-8007, or e-mail to searchla@maximus.com. EEO/ADA.

ACCOUNT CLERK - The San Ramon Valley Fire Protection District is accepting applications for the position of Account Clerk, min. 2 years exp., 50 WPM, 10 key, Basic math skills, word processing, spreadsheets, data entry, good command of English, customer service, filing, valid CDL. Pleasant work environment, competitive salary (range \$3,079-\$3,743) & benft. pkg. 8-5 p.m., M-F. Qualified applicants may pick up info. sheet and applic. from: San Ramon Valley Fire Protection District Admin. Ofc., 1500 Bollinger Canyon Rd., San Ramon. (925) 838-6662 or www.srvfpd.dst.ca.us. Application will not be accepted after final filing date of 9/7/01 5 p.m. No faxed applic. EOE.

ADMINISTRATIVE ANALYST/SR. ADMINISTRATIVE ANALYST - City of Visalia, CA. \$2,494 - \$3,136/mo. / \$2,839 - \$3,569/mo. (Depending on qualifications) Challenging opportunity available in the Finance Department. Responsibilities include developing, compiling and analyzing a variety of data; performing research and statistical analysis; preparing comprehensive reports; budget preparation and monitoring; and providing analytical staff support for department and related issues. Good written and oral skills required. Qualifications would normally be acquired by a degree in public administration, finance or related field and responsible local government administrative, financial and/or analytical work experience. Application deadline: September 7, 2001, 5 p.m. For application materials contact: City of Visalia, Human Resources, 707 W. Acequia Ave., Visalia, CA 93291. Phone: 559/713-4007. www.ci.visalia.ca.us.

REVENUE MANAGER - City of Inglewood. Salary range: \$5,030-\$7,126/mo. Candidate will supervise the Revenue Division of the Finance Dept, manage the overall City revenue process which includes revenue forecasting, collection, and tax compliance enforcement. Duties include preparing revenue estimates and projections for budget purposes; supervising, training, and evaluating staff; managing the City's permits and licenses program. Note: BA in business administration, accounting or public administration with significant experience including supervisory, accounting, finance, economics or a related field required. Municipal experience is desirable. Send resume, references and current salary to: Frank Perez, Personnel, City of Inglewood, One Manchester Blvd.,

Inglewood, CA 90301; e-mail: fperez@cityofinglewood.org.

ACCOUNTING SYSTEMS ANALYST - Santa Clara Valley Water District. Under direction, you will work with financial & related systems users, perform complex accounting/financial systems analysis, including coordination of software enhancements and implementation, and test/maintain new software. Train staff in the req's of various systems, and perform a variety of technical tasks relative to assigned area of responsibility. MQ: Req's 3 years' increasingly responsible professional accounting exp including use/analysis of automated accounting systems, and equiv to a BA/BS from an accredited college/university with major course work in accounting, finance or related. Possession of, or ability to obtain, an appropriate, valid CDL may be required. Salary: \$5,223-\$6,364/mo. Based on a 5-step salary plan; Includes District payment of 7% PERS. FINAL FILING DATE: Wed., 9/5/01 by 5pm. Contact: SCVWD Recruitment & Examination Unit, 5750 Almaden Exprwy, San Jose, CA 95118, Phone: 408/265-2607x2085, web site: www.heynoah.com. EOE

ACCOUNTING MANAGER / ASSISTANT DIRECTOR OF FINANCE - City of South San Francisco, CA. Salary: \$6,105 - \$7,420 a month / \$7,020 - \$8,533 a month, 2% @ 55 and excellent benefits package. The City of South San Francisco is the world biotechnology capital, strategically located between the City of San Francisco and the International Airport, and is at the north end of Silicon Valley. Upcoming priorities include obtaining a new financial system in the next 18 months and setting up improved financial reporting. Depending on the qualifications & job experience of applicants, the City is seeking either an Accounting Manager or an Assistant Director of Finance. Qualifications: Four years of increasingly responsible professional experience in accounting and finance, with at least two years in a supervisory capacity, preferably in public sector. (Assistant Director requires 3 years supervisory experience). B.A./B.S. in Accounting, Finance, or Business Administration is required. CPA or MBA highly desirable and may be substituted for one year of the experience requirement. Candidates applying for the Assistant Director must demonstrate more seasoned management/supervisory qualifications. Common ways to demonstrate this could include: Complex

continued on next page

Up the Ladder *(cont'd from previous page)*

project management involving multiple departments as clients; lead responsibility in implementing a new financial system; considerable experience in at least one area of finance outside of accounting such as budgeting, treasury, purchasing, or risk management; or demonstrate significant other management responsibilities such as analyzing work processes and leading a re-organization of a department or division. Apply by Friday, September 14, 2001. Interested individuals should send a cover letter and resume to Human Resources Department, PO Box 711, South San Francisco, CA 94083 or fax to (650) 829-6698 or e-mail web-hr@ssf.net. EOE

ASSISTANT DIRECTOR OF FINANCE AND ADMINISTRATIVE SERVICES

– City of Lincoln, CA. Salary \$65,184 - \$79,224 annually plus excellent benefits package. The City is seeking an experienced professional to fill this newly created position. The incumbent will manage the activities of the Finance Division, including accounting and accounting systems, auditing, financial reports, cash receipts, accounts payable, payroll, assessment district administration, grants administration, budgeting and utility billing. The successful applicant will have Bachelor's degree in accounting, finance, or a related field plus five years of increasingly responsible experience in public sector finance, including two years of supervisory responsibility. Final filing date: 9/21/01. To request a brochure and application, please call the job hotline at (916) 645-4070 x 212 or e-mail a request to personnel@ci.lincoln.ca.us. EOE

FINANCE DIRECTOR/CITY TREASURER

– City of Fowler, CA. \$51,432 - \$62,196. The City of Fowler, (population 4,000 - located in the Central San Joaquin Valley, appx. 7 miles south of Fresno) is seeking a highly motivated, outgoing, personable individual for the high demand, hands-on position of Finance Director/City Treasurer. Requirements include 3-5 years municipal accounting experience with at least two years in a supervisory capacity, a Bachelor's degree from an accredited college or university in Accounting, Business Administration or closely related field. Masters Degree or CPA desirable. Experience with fund accounting, analysis/preparation of financial statements and reports, Redevelopment Agencies, Assessment Districts, Community Development Block Grant and Housing programs, and the ability to work well with others as part of our management team. Salary D.O.Q. Open until filled. Resumes accepted only with a completed City application. For

application materials contact: Jeannie Davis, 128 S. 5th Street, Fowler, CA 93625, (559) 834-3113.

REVENUE MANAGER - City of Pleasanton, CA. Starting Salary up to the control point of \$74,130, plus an outstanding benefit package. Pleasanton offers the ability to reach 20% over control point for continued exceptional service. The City of Pleasanton, California, population 65,000, is one of the San Francisco Bay Area's premier business and residential communities. Pleasanton is well regarded as an attractive and friendly City with active and involved residents, a wide variety of services, well planned business areas, a historic downtown and well-cared for homes in family oriented neighborhoods. The Finance Department is looking for a customer service-oriented, analytical and energetic supervisor with excellent people skills to be its Revenue Manager. This new position will lead a staff of eight people engaged in utility billing, meter reading, business license and revenue and cashing. The Revenue Manager will be expected to lead, develop, motivate, provide technical support, train, evaluate and recognize staff performance. There will be professional, technical, analytical and reconciliation work in the areas of revenues and receivables, including but not limited to water and sewer billing, business license taxes, hotel taxes, sales taxes, development fees, etc., as well as budgeting responsibilities. The Revenue Manager will serve as a resource for city staff and respond to complaints and requests for information from both internal and external customers. The ideal candidate will possess a Bachelor's Degree in Business Administration, Accounting, Economics or a related field and four years of responsible experience in revenue collection, budgeting, auditing or financial analysis; including two years of supervision. If you are interested in this excellent career opportunity, or would like further information (brochure available), contact: **HUGHES, PERRY & ASSOCIATES**, Post Office Box 384, Sea Ranch, California 95497. 707-785-3083 (phone); 707-785-3086 (fax) or info@hughesperry.com. Resume Deadline: Friday, October 5, 2001.

ACCOUNTANT I – City of Capitola, CA. Salary Range: \$3429 to \$4167 per month. Final Filing Date: September 14, 2001, by 5:00 p.m. **SELECTION PROCEDURE:** All properly completed applications will be reviewed and the most qualified candidates will be invited to attend an oral board interview. Additional tests may be required. Applications are available at Capitola City Hall. **DEFINITION:** Under general supervision, performs basic professional

accounting duties in the maintenance of the City's computerized accounting system and performs special studies and analyses as assigned. Employees in this job class may assist and advise para-professional Finance Assistants in accounting matters. **KNOWLEDGE AND ABILITIES.** Knowledge of: Accounting and auditing theory, principles and practices; and computerized accounting procedures, techniques and application. Ability to: Prepare clear, comprehensive, concise written reports, communications and statistical analyses; carry out directions on a wide variety of complex accounting tasks; understand, interpret, and apply a variety of laws, regulations, procedures, and other authoritative restrictions related to fiscal and accounting operations; provide clear and accurate accounting advice and assistance to others; establish and maintain effective and harmonious working relationships with other staff, managers, elected and appointed officials and the public; and provide effective oversight to para-professional fiscal staff. **EDUCATION AND EXPERIENCE:** 1. Baccalaureate degree in accounting or business administration with an accounting concentration; and 2. A valid California driver's license is required. **TYPICAL DUTIES** (may include, but are not limited to): Under supervision, prepare and enter accounting entries into the general ledger, accounts payable, accounts receivable, cash receipts, purchase order, and other journals and ledgers; produce reports from accounting system; perform basic account and interfund analyses and reconciliation; prepare revenue and expenditure analyses, estimates and projections; review City expenditures for budgetary compliance; review and monitor grant accounting; record interfund transfers and loans; oversee and assist para-professional fiscal staff with accounting matters; assist and advise City staff on technical accounting matters; assist in preparation of City's annual financial and management reports; prepare bank reconciliations; and other accounting duties as assigned. Reasonable Accommodations for the Disabled: If special accommodations are necessary at any stage of the examination process, please provide the City of Capitola with advance notice and every attempt will be made to consider your request. Under Federal Law, the City of Capitola may employ only individuals who are legally able to work in the United States as established by providing documents specified in the Immigration Reform and Control Act of 1986. City of Capitola, 420 Capitola Avenue, Capitola, CA 95010. 831/475-7300 phone, 831/479-8879 fax.

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Up the Ladder *(cont'd from previous page)*

ACCOUNTANT III—City of Brentwood, CA. Salary range: Level I \$3,976-\$4,833 monthly; Level II \$4,383-\$5,327 monthly (plus excellent benefits package). Performs professional level accounting work, including maintaining, developing and analyzing fiscal statements and records; prepares financial statements in accordance with GAAP and governmental accounting standards. The ideal candidate will have a Bachelor's in Accounting or related field and professional accounting experience at a public agency. To obtain job flyer and required City application, call 925/516-5188, pick up at City Hall, 708 Third St. in Brentwood, or access the City website at www.ci.brentwood.ca.us. Apply by 4:00 p.m., September 28, 2001. No postmarks or faxes. EOE/ADA.

SR. ACCOUNTANT/AUDITOR II—Orange County Fire Authority. \$3,744 - \$5,947/mo. + Benefits, including 100% Employer-Paid Retirement. Closes 5:00 p.m. Friday, October 5, 2001. The Orange County Fire Authority (OCFA) is a joint powers authority made up of 22 partner cities and unincorporated areas of Orange County, providing fire, emergency medical and rescue, fire prevention and hazardous materials response service to residents with 62 fire stations throughout the Orange County area. The position assists in the development and preparation of the OCFA General Fund and Capital Improvement budget. Future vacancies may be filled from this recruitment. Requires thorough knowledge of accounting and auditing principles and theories with four (4) years of experience performing professional accounting or auditing work. A BA/BS in Accounting, Business or Public Administration, or a related field will substitute for one year of general experience; college level accounting or business courses may be substituted for experience on the basis of three semester units for one month of experience. To apply, contact Human Resources, at 1110 E. Chapman Ave., Suite 110, Orange, CA 92866, (714) 780-8049 or download a copy of the job bulletin and application materials at www.ocfa.org. For questions call Human Resources at (714) 744-6630. Management Benefits: An excellent benefit package includes 100% employer-paid retirement, a substantial optional benefits package, a paid cafeteria benefits plan, three weeks vacation per year, sick leave and twelve paid holidays per year, access to a deferred compensation program, education reimbursement of up to \$2000 annually, and a voluntary annual physical examination. OCFA employees do not contribute to Social Security taxes. This

position is classified as "Exempt" from the overtime provision of the FLSA.

ACCOUNTANT IV/GENERAL ACCOUNTING SUPERVISOR - Financial Management Division, Community Development Commission, County of Los Angeles (Monterey Park), CA. \$4,326 - \$6,057 per month. Regular position. Under general direction of the Accounting Manager, supervises gen acctg staff and performs acctg and auditing activities related to the Commission's acctg and cash mgmt progs. Educ & trng equiv to grad from a 4 yr col/univ with a major in Accounting, Finance, or rel field, and 6 yrs progressively responsible acctg exp incl at least 2 yrs supervising acctg staff. A CPA or MBA is desirable. Exp in implementing and using financial/payroll systems (PeopleSoft) is highly desirable. Knowledge of Generally Accepted Accounting Principles (GAAP) for governments and fund accounting; automated accounting systems; Federal Reserve and commercial banking systems; money market and instruments; and portfolio analysis and model simulation. Familiarity with the Governmental Accounting Standards Board (GASB) is desirable. Job #01-80C. Closes 09/14/01. Obtain required application materials from: Community Development Commission, Human Resources, 2 Coral Circle, Monterey Park, CA 91755, or call (323) 890-7326, TDD/TTY: (323) 890-8583. EOE. Visit our website at www.lacdc.org.

Professional Services Directory

How Can I Advertise?

Here's how to advertise your city's vacant position in the CSMFO mini-News: email ad to johnsona@cacities.org (attachment must be in rich text or plain text format only), or fax to 916/658-8240, attention Amy Johnson. The announcement should contain the following information: job title, city, salary, position description, and how to apply. The charge to advertise is \$8.00 per 40-character line. Please also include billing information, as billing will take place after the ad appears in the *mini-News*.

Emailed or faxed classified ads must be received by the 25th of each month for the next month's insertion.

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