

February 2004

President's Message

Zane Johnston, Finance & Administrative Services Director, City of Tracy

On Having to Say "No"

The thing I hate most about my job is having to say "no." Unfortunately, I have to say no a lot more these days, and if the folks in Sacramento get their way, then it's likely I will be saying it for a long time to come. In these tight budget times, finance directors are like Jenny Craig at a Home-town Buffet. We've calculated every calorie of every food dish and we must stand in front of the buffet telling everyone what they can and cannot have in order to stay within "targeted diet parameters."

As finance professionals for our organizations, we expect to control expenditures and to provide information on issues and subjects from a financial perspective. But who wants to be the Grim Reaper of city government? Everyone dreads when we come for a visit – they fear the worst.

don't want to be around us under these circumstances – not when spending with relative abandon is so much more exhilarating. In tight budget times, we are like Billy Graham tagging along on your Las Vegas vacation.

None of us enjoys having to say "no," but we must recognize that at times it can be an integral part of our job. Sometimes this means we will be viewed negatively by some, and there is not much we can do about that. However, we can still be respected because of our fairness, our willingness to listen and our professionalism. At the end of the day, maybe this is the best we can hope for.

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In a budget crisis, the finance professional is shoved to the forefront. Suddenly the media start calling and our "negative" financial projections are front-page news. It's almost as if we are responsible for the bad times, rather than being mere forecasters. Is the weatherman on TV responsible for creating the storms he forecasts? Of course not, but all too often the lead-in to the weather segment goes something like this: "And up next is Jim with a stormy forecast just in time for your weekend." So Jim gets blamed for ruining your outdoor weekend plans.

Why must the bringer of bad news be the one blamed for it?

Saying "no" isn't fun, and most people



Even though the deadline for early registration has passed, it's not too late to register for the 2004 CSMFO Conference. This promises to be an event you will not want to miss!

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Attachments: 2004 CSMFO Annual Conference Registration Form

The MiniNews 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 or call us at 916/658-8210!

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CSMFO 2004 Annual Conference



The pre-conference training: "Long-Range Financial Planning and Strategies", given by financial management experts from **Public Financial Management, Inc. (PFM)** promises to provide useful and timely information in the current economic environment.

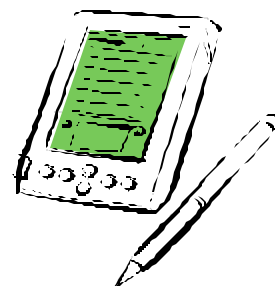
Our keynote speaker, **Michael Broome**, has entertained thousands with his humorous and inspiring messages on enhancing relationships with employees, customers and family in order to maximize potential and manage stress. Our luncheon speaker, the extremely funny **Gordon Graham**, will talk to us about how to make good, solid ethical decisions and teach us to use his "5 Concurrent Themes for Success", which is a checklist that provides a systematic approach to making sure any task gets done right. Our closing speaker, journalist **Dan Walters**, will be certain to have some interesting insights into what is going on in Sacramento! In addition to these keynote speakers, the program will offer numerous concurrent sessions on issues which will assist you in navigating the turbulent financial waters facing California cities today.

And you certainly won't want to miss the Monday night gala, where you will be invited to explore the mysteries of the Pacific Ocean at the Aquarium of the Pacific, dance to the nostalgic tunes of Long Beach's own Elm Street Band, and be awed and amazed at the illusions of John George, International Champion of Magic!

So check the CSMFO website www.csmfo.org for the registration form and send in your registration today!

Incidentally, due to lack of interest, we have cancelled the spouse tours. However, we still have slots available for the Ice Dogs Game on Saturday, February 28 in the evening and Golf on Sunday morning, February 29.

Mark Your Calendars



Intermediate Governmental Accounting
 March 25, 2004
 San Luis Obispo, California

CSMFO Annual Conference
 February 28-March 2
 Long Beach, California

CMTA Annual Conference
 April 19-23
 South Lake Tahoe, CA

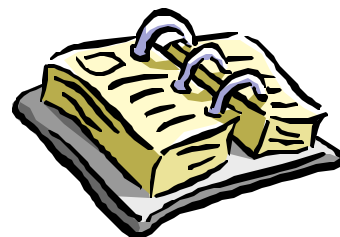
Fundamentals of Debt Financing
 hosted by CDIAC
 May 6-7

Pasadena, California

For more information visit:

www.treasurer.ca.gov/cdiac/seminars/20030219_prelim.pdf

Please visit www.csmfo.org
 for registration forms
 and more information



Chapter Meeting Notices



Channel Counties

Christy Pinuelas, City of Camarillo

Date: February 18, 2004
Time: 11:45am
Place: City of Camarillo,
 Police Department Community Room
Spkr: Thomas Gardner,
 Admin Services Director, City of Ventura
Topic: Critical Budget Thinking
RSVP: Jill Gordon, 805/388-5320

Monterey Bay

Marc Pimentel, City of Monterey

Date: February 12, 2004
Time: 10:00 am
Place: Tarpy's Roadhouse
 Monterey, CA 831/647-1444
Spkr: Deanna Sessums,
 League of CA Cities Regional Representative
Topic: CA Budget Outlook - Local Government and
 Roundtable - Local Budget Prep
RSVP: Marc Pimentel 831/646-3947

CSMFO Chapter Chairs

Chapter Assistant - Tawni Escudero, League of California Cities 916/658-8210 or tescudero@cacities.org

<u>Chapter</u>	<u>Chairperson</u>	<u>Telephone</u>	<u>Email Address</u>
Central Coast	Lynda Snodgrass	805/473-5432	lsnodgrass@arroyogrande.org
Central Los Angeles	Robert S. Ridley	562/801-4395	bridley@pico-rivera.org
Central Valley	Greg Baird	209/577-5458	gbaird@modestogov.com
Channel Counties	Christy Pinuelas	805/388-5358	cpinuelas@ci.camarillo.ca.us
Coachella Valley	Jerry Carter	760/ 342-6560	jcarter@indio.org
Desert Mountain	Kevin Smith	760/240-7000	ksmith@applevalley.org
East Bay (S.F.)	Mary Dodge	925/671-3182	maryd@ci.concord.ca.us
Imperial County	Vacant		
Inland Empire	Tina Kundig	909/798-7543	tkundig@cityofredlands.org
Monterey Bay	Marc Pimentel	831/646-3947	pimentel@ci.monterey.ca.us
North Coast	Bill Mushallo	707/543-3092	bmushallo@ci.santa-rosa.ca.us
Northeast Counties	Steve Strong	530/225-4087	sstrong@ci.redding.ca.us
Northwest Counties	Carolynn Thomas	707/441-4114	cjthomas@eurekaweb.com
Orange County	Kathy Rafferty	949/724-6027	krafferty@ci.irvine.ca.us
Peninsula	Thomas Fil	650/595-7435	tfil@ci.belmont.ca.us
Sacramento Valley	Susan Mahoney	916/725-2448	smahoney@ci.citrus-heights.ca.us
San Diego County	Carol Swindell	760/435-3839	cswindell@ci.oceanside.ca.us
San Gabriel Valley	Josh Betta	626/403-7250	jbetta@ci.south-pasadena.ca.us
San Gabriel Valley	Tracey Hause	626/574-5400	thause@ci.arcadia.ca.us
South Bay	Jag Pathirana	310/970-7927	jpathirana@earthlink.net
South San Joaquin	Vacant		

2008 CSMFO Annual Conference

The CSMFO Annual Seminar Committee has begun the process of securing a site for the 2008 Annual Seminar and is looking for a Southern California city/chapter willing and capable of hosting the Annual Seminar. Requirements or desirable attributes for the host city/chapter include:

- Adequate hotel facilities for 400 rooms for two nights of the Seminar
- Meeting room facilities capable of accommodating up to 700 Seminar registrants
- Vendor facilities able to accommodate 50 - 60 vendors for a two-day Vendor Faire
- Separate banquet facilities capable of seating 400 registrants for the Annual Award banquet
- Good transportation to the host City
- A willingness on the part of the host city/chapter to work hard in sponsoring the Annual Seminar

Believe it or not, hosting the Annual Seminar is a rewarding experience - in addition to a lot of hard work. The Annual Seminar is usually held near the end of February and could be held on Sunday through Tuesday, or Wednesday through Friday. CSMFO contracts with the League of California Cities to handle all registrations for the Seminar and a professional meeting planner to help with site selection and negotiations with the host hotel(s). The Career Development Committee coordinates the Seminar Program. The role of the host city is to coordinate the Seminar as well as the awards banquet and any planned spouse activities. The CSMFO Board of Directors has adopted a criteria matrix to aid in the selection of a host city/chapter. If you are interested or need additional information, please contact Brad Grant, City of Merced, at (209) 385-6844 or at grantb@cityofmerced.org.

Up the Ladder

FINANCE ANALYST—City of Elk Grove, CA. Salary: \$4,844 - \$6,350 monthly plus excellent benefits. Under the direct supervision of the Finance Administrator, this position will assist in analysis of all public facilities financing and affiliated programs for the City. These projects will include review, analysis, and recommendations for the City capital improvement financing program, fee districts, capital related cash flow analysis, bond and debt issues, fee credits and reimbursements, and special districts funding operation and maintenance services. Provides high level, professional assistance to the Finance Administrator and Director of Administrative Services. **MUST SUBMIT A CITY APPLICATION TO:** City Hall, Attn: Jacqui Langenberg, 8380 Laguna Palms Way, Elk Grove, CA 95758. Applications may be picked up at City Hall or downloaded from the website www.elkgrovecity.org. Deadline is February 20, 2004, by 5pm.

FINANCE MANAGER - City of Grass Valley (Salary: \$4,005 - \$4,868/month), plus an excellent benefit package. The City of Grass Valley is a Historic Gold Mining Town dating back to 1850. Grass Valley is nestled in the forested Sierra foothills between Sacramento and Lake Tahoe and has 12,007 residents in its 3.6 square miles. The Finance Dept. has a full time opening for a qualified individual to join as the new Finance Manager. Under general supervision of the Director of Finance, the new Manager will be responsible for a wide range of functions, including accounting, finance, business licensing, payroll, grant management and auditing. A Bachelor's Degree from an accredited college or university with major course work in accounting or a closely related field is required and five years of progressively responsible experience in governmental accounting, auditing, including one year of administrative or supervisory responsibility. Applicants must submit an application and resume by no later than 5 p.m., Friday February 20, 2004 to the City of Grass Valley, 125 East Main Street, Grass Valley, CA 95945. Phone: (530)274-4300 or email carol@cityofgrassvalley.com.

ACCOUNTING MANAGER - City of La Quinta, CA Located in the So. Ca. Coachella Valley. (\$5346-6499/mo.) plus generous benefit package including CalPERS 2.5% @ 55 retirement benefit. Under general direction of the Finance Director, the Accounting Manager is responsible for the daily operations of the City Finance Department. Requirements: Bachelors degree from an accredited college with major course work in accounting or related & 4 years of experience in municipal government accounting with at least one year of supervisory experience; or any equivalent combination of training and experience which provides the required skills, knowledge and abilities. MIS exp. desirable. **CLOSING DATE:** February 9, 2004, **CITY APPLICATION REQUIRED**- No Facsimiles. City of La Quinta P.O. Box 1504 (78-495 Calle Tampico), La Quinta, CA 92253-1504: Phone (760) 777-7092, www.La-quinta.org

ACCOUNTANT III—City of Merced, CA. Salary \$3098 - \$4359/Mo. Performs professional accounting work, recording/reporting financial transactions and budgetary control for City funds/departments. Must have knowledge of governmental accounting & budgeting. Must be college grad with major coursework in accounting or business and 1-2 yrs accounting exp.. Contact Personnel Dept, 678 W 18th St, Merced, CA 95340, (209) 385-6839 or e-mail smithp@cityofmerced.org. Filing deadline: February 12, 2004 AA/EOE/ADA

CHIEF FINANCIAL OFFICER – City of Rancho Cordova, CA, population 55,000 (200,000 expected) – Salary \$98,208 – \$119,892 plus possible pay for performance bonus, and full benefits package with PERS retirement. Come help a dynamic team build a new non-bureaucratic city government. The newest California city, Rancho Cordova, which serves as one of the prime business centers in Sacramento County, is looking for a Finance Director-Treasurer. The CFO will be a senior member of the executive team, will have expanded involvement with all departments and be responsible for all financial management program activity including long-term financial planning. The successful candidate must have excellent analytical skills, exceptional com

(continued on pg. 5)

Up the Ladder

(Continued from pg. 4)

munication skills, and strategic planning capabilities. A person with an entrepreneurial, strategic planning focus will be highly valued in the City organization. The person selected will have the opportunity to set up and staff the Finance Department and oversee a general fund and restricted fund budget of \$26,000,000. Candidates must have at least seven years of progressively responsible management and supervisory experience in the area of finance with at least two years in a director level position in governmental finance. A Bachelor's degree in finance or a closely related field is required. A Master's degree and/or registration as a CPA are highly desirable. **APPLY BY:** February 29, 2004. Obtain a city employment application on the City's Website: www.cityofranhocordova.org or call 916-942-0255. City of Rancho Cordova, 3121 Gold Canal Drive, Rancho Cordova, CA 95670

SENIOR ACCOUNTANT - City of Santa Barbara, CA. Salary: \$55,521 - \$67,486/Yr. (pending Council approval). Working within the Accounting Division, performs professional level financial accounting and reporting in accordance with Generally Accepted Accounting Principles (GAAP); monitors and maintains the general ledger, reconciles subsidiary accounts; ensures compliance with financial provisions of Federal, State and County grant programs; provides technical support for the audit of City financial statements and assists in the preparation of the City's Comprehensive Annual Financial Report. Performs other support duties as required. Contact for application and supplemental questionnaire: Human Resources Office (805) 564-5316. Web site: <http://www.santa-barbara.ca.us>. Application Information: City application form and responses to supplemental questionnaire are required. **Deadline:** 5:00 P.M. on Friday, March 5, 2004

HELP WANTED

Email your classified job ad to Tawni Escudero at tescudero@cacities.org (rich text or plain text format only). The charge to advertise is \$8.00 per 40-character line, this price also includes a listing on our website at www.csmfo.org in the Job Listings section. Please also include billing information, or indicate if you wish to pay via credit card. Ads must be received by the 25th of each month for the next month's insertion.

President's Message

(continued from pg 1)

OK, so maybe we *are* like Jenny Craig, but her business has helped thousands develop a healthier lifestyle through better nutrition and exercise. And while it is true that most of us probably wouldn't want Billy Graham along on our trip to Las Vegas, he nevertheless is one of the most respected individuals in America. And when we listen to that stormy weather report for the weekend, just remember the weatherman would be looked on with far less favor if a storm hit that was not in the forecast.

And incidentally, I'm forecasting an ugly storm forming over Sacramento.

CSMFO MiniNews



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Sacramento, CA 95814
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Tawni Escudero
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Fax: 916/658-8240
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