# City Manager Newsletter by **Trackdown**

"Providing thread to help stitch together the fabric of the City Management Community"



August, 2013 Volume No. 7, Issue No. 15

Cities with "West" in Their Names



This picture of Trackdown's **Susan Simpson** taking a picture was taken by the Civic Business Journal published by **Tripepi Smith & Associates**. Susan is aiming her camera at Trackdown's **Jack Simpson**, <u>Cerritos</u> Mayor **Bruce Barrows**, <u>Lakewood</u> City Manager **Howard Chambers** and <u>Cerritos</u> City Manager **Art Gallucci**. Just over Susan's head is the back of the head of Los Angeles County Supervisor **Don Knabe**, who was chatting with California Contract Cities Association Executive Director **Sam Olivito**.

#### California's "West" Cities

There are only three incorporated California cities with the separate word "West" in their names: West Covina, West Hollywood and West Sacramento. We have arbitrarily included Westlake Village as City Manager Ray Taylor is a long-time ICMA member. We do not mean to slight Westminster and City Manager Eddie Manfro and his staff, but we try to manage the number of folks we can fit into the newsletter format. We salute Eddie and is management team.

"Cities are the crucible of civilization."
-- Physicist Geoffrey West

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Of course we cannot possible list every professional in any particular category, but we try hard to provide good representative lists of the various categories we present. In this issue we are taking a look at the California cities with "west" in their names: West Covina, West Hollywood, West Sacramento and Westlake <u>Village</u>. The City Managers for these four cities are Christopher J. Chung in West Covina, Paul Arevalo in West Hollywood, Martin Tuttle of West Sacramento and Ray Taylor in Westlake Village. As usual, our primary research resource in the ICMA Who's Who Directory. We apologize in advance to anyone who should have been listed but were missed by us.



www.joneshall.com

Some of the former City Managers in this "west" group of cities includes: George Aiassa, James Starbird, Herman R. "Bob" Fast, Daniel Hobbs, Andy Pasmant, Paul Brotzman, Charles F. Makinney, Joe Goeden, Toby A. Ross, Larry Bagley, and James E. Emmons.



#### Tribute to the late Brad Bridenbecker

Rosemead Public Works Director Chris Marcarello provided us with some pictures of a special street name dedication in the City of La Habra. Bridenbecker Avenue, an entrance to the new Brio Homes, has been unveil across from the La Habra Deport Theater. The street name is a tribute to former La Habra City Manager Bradford C. Bridenbecker, who passed away at the age of 35 as

a result of cancer in June, 2007. Brad began his municipal government career as a part-time intern with <u>La Habra</u> in 1994. Dubbed "The Boy Wonder" by some, he was appointed City Manager in June, 2002.



Chris and Brad were Sigma Alpha Epsilon fraternity brothers at the Cal Poly Pomona chapter of SAE, where Brad was one of the founding members of the fraternity. The July, 2013 street name unveiling ceremony was well-attended by family members, city officials, college friends and members of the community. Speakers included Brad's widow Beth, his father Robert and his daughter Katie. They spoke of his love for public service and the community of La Habra.

Many thanks to **Chris Marcarello** for the pictures. Before joining the <u>Rosemead</u> executive team, Chris previously worked as a Project Manager/Budget Analyst in <u>Claremont</u>, and as an Administrative Analyst in <u>Newport Beach</u>. He joined the <u>Rosemead</u> staff in 2007 as the Director of Public Works. Chris earned a BS from California State Polytechnic University, Pomona, and he received a Leadership Certificate from the Kravis Leadership Institute at Claremont Mckenna College.









Kelly Associates Management Group 1440 North Harbor Boulevard, Suite 900 Fullerton, California 91835 williamk@ka-mg.com

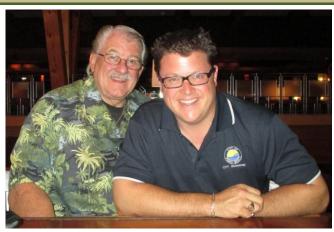
#### California's "West" Cities

Retired West Covina City Manager George Aiassa began his public management career as an Administrative Assistant to the City Manager in Mill Valley in June, 1948. In 1950 George was hired to serve as the Assistant City Manager in Santa Rosa. He was selected to be the Santa Paula City Manager in February, George served in <u>Santa Paula</u> until August, 1955 when he became the Tulare City Manager. He was appointed to the West Covina City Manager position in May, 1958 and served in that post until his retirement in 1976. George served as an Associate Professor at California State University, Los Angeles, and following his retirement from city management, he served on the Los Angeles County Local Agency Formation Commission (LAFCO). George earned a BA from San Jose State College and an MPA from the University of California. He also earned a CORO Foundation Certificate. George received a 1973 University of Kansas nomination for an ICMA Career Development Award.



http://www.stifel.com/

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Trackdown's **Jack A. Simpson** and <u>Pismo Beach</u> City Manager **Jim Lewis** met recently while Jim was in the area to attend a CJPIA meeting in <u>La Palma</u>. Jim was mentored by City Manager **Glenn Southard** in <u>Claremont</u> and then worked as the Assistant City Manager in <u>Atascadero</u> with City Manager **Wade McKinney** prior to being appointed to his <u>Pismo Beach</u> assignment.

Colantuono & Levin, PC Colantuono & Levin

Municipal Law Services

www.CLLAW.US

Between 1955 and 1965 Herman R. "Bob" Fast served as a Program Manager for Aerojet General Corp. in California. In 1965 he was hired to be the Public Service Director in West Covina, and in 1967 he was appointed Assistant City Manager. Bob left West Covina in 1972 when he was selected to serve as the City Manager in Chino. He returned to West Covina as the City Manager in 1976 and served there until he retired in 1990. Bob earned a BS from the University of Minnesota and an MS from California State University. He received a 25-year ICMA Service Award in 1990. He lists his current address in Fairmont, Minnesota.

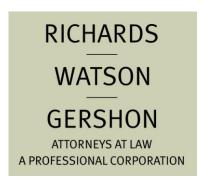








Retired City Manager James E. Starbird, currently serving with Hinderliter De Llamas (HdL), began his public management career as an Administrative Intern in Eureka in 1970. Jim worked various position in Eureka between 1970 and 1976. He was the Assistant to the City Manager when he left Eureka, and joined the Monrovia staff as the Assistant City Manager in 1977. In 1978 he added Director of Administrative Services to his plate. In 1983 Jim was appointed to the Monrovia City Manager position. After about 8-years in the Monrovia City Manager's office, Jim was selected to serve as the City Manager in West Covina in 1991. He was recruited to serve as the Glendale City Manager in 1997 and retired from there in 2011. Jim earned a BA from California State University and an MPA from the University of Southern California (USC). The Trojan alumnus was the recipient of a rare 40-year ICMA Service Award in 2011.



http://www.rwglaw.com/



http://www.gonsalvi.com



http://www.urbanfuturesinc.com/

Daniel G. Hobbs has served as City Manager in the California cities of West Covina, Fresno and Tracy, and most recently (2008-2010) he served as the Director of Economic Development in Redlands. Dan began his career as an ICMA Intern in Dayton, Ohio in 1966. He was appointed to serve as City Manager in Killeen, Texas in 1990; Greenbelt, Maryland in 1991; and Farmington Hills, Michigan in 1996. Dan joined the West Covina staff as City Manager in 1998 and served until 2001 when he went to Fresno. He was the Tracy City Manager between 2005 and 2007. Dan earned a BA from the University of Dayton, an MA from the University of Wisconsin and an MPA from the University of Dayton. He is a 2001 recipient of the ICMA Program Excellence Award for Intergovernment Cooperation. He is a past participant in the ICMA Exchange Program with Japan. In 2009 Dan was the recipient of one of those rare 40vear ICMA Service Awards.



Joe A. Gonsalves & Son has 50+ years of experience representing cities before the California State Legislature and Departments.



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In June, 1982 **Andrew A. Pasmant** began his tenure as the Deputy Redevelopment Director in the City of <u>South Gate</u>. He had also held positions in <u>Huntington Park</u> and <u>Montebello</u>. In 1986 Andy was

selected to serve as the South Gate Director of Community Development, and he served in that position for a little more than 10-years. In May, 1996 Andy was appointed to the South Gate Deputy City Manager post, and in June, 1997 he was chosen to serve as the South Gate City Manager. At the age of 45 Andy left South Gate and became the third City Manager in three-years in West Covina when he was selected to succeed City Manager Daniel Hobbs, who left West Covina to take the Fresno City Manager post in 2001. Andy served as the West Covina City Manager for about 10-years, retiring at the end of 2011, but worked on in an "interim" capacity during the recruitment for a new City Manager. Andy earned a BA from California State University, Los Angeles, and an MBA from the University of La Verne. He is a Past President of the San Gabriel Valley City Managers' Association.



http://www.nwfg.com/



http://www.parsinfo.org/

#### Trackdown Posse Roster:

Gregory Korduner, Interim City Manager, <u>Los Alamitos</u>
Howard Chambers, <u>Lakewood</u>
Mike Egan, Norwalk

Lyle Defenbaugh, CalTrust

**Ernie Garcia**, Retired <u>Norwalk</u> City Manager **Joe Tanner**, Interim City Manager, <u>Rio Vista</u>

Dave Carmany, Manhattan Beach

Ken Bayless, Greater L.A. Vector Control District
Kevin O'Rourke, KOLGS/PARS & Santa Ana Interim CM

George Rodericks, Atherton

Richard Ramirez, Retired City Manager, <u>American Canyon</u>
Vern Lawson, <u>Lancaster</u>

Don Penman, Interim City Manager, San Fernando Jason Gonsalves, Joe A. Gonsalves & Son

Anthony Gonsalves, Joe A. Gonsalves & Son Paul Gonsalves, Joe A. Gonsalves & Son

Ernesto Marquez, Hawaiian Gardens

Gary K. & Mary Jo Sloan, Retired <u>La Mirada</u> City Manager Jan Perkins, Management Partners/ICMA

Andy Takata, Banning

Marcia Raines, Millbrae

Anthony R. Ybarra, South El Monte

Arthur C. Simonian, Simonian Consulting, Inc.

Ken Caresio, Retired <u>Duarte</u> City Manager

Michael P. Busch, President, Urban Futures, Inc.

Wade McKinney, Indian Wells CM & President of CCMF

Doug LaBelle, Retired Chino Hills City Manager

John Keisler, Long Beach

Sam Olivito, California Contract Cities Association

Jack Lam, Retired Rancho Cucamonga City Manager

**Larry F. Pennell**, Retired <u>Wasco</u> City Manager **Gary Chicots**, Retired City Manager

Rod B. Butler, Patterson

Fred Latham, Retired Santa Fe Springs City Manager

**Anthony Lopez**, Retired City Manager **Dr. Bill Mathis**, Mathis Group

Linda Lowry, Pomona

City of Cerritos

Roy Pederson, ICMA Past-President

Bruce Williams, Retired City Manager

Troy Butzlaff, Placentia

Clay J. Curtin, Manhattan Beach

Mindy Lynn Jacobs, Intellibridge Partners

Rod Foster, Colton

Gerald Forde, Huron

Oliver Chi, Barstow ACM

Dale Geldert, Retired CDF Director

Rita Geldert, CCMF Exec. Director & retired Vista CM Gene Rogers,

Moreno Valley Retired City Manager

Mary Soto, Vice President, CiteZONE.com

Chuck Robinson, Deputy City Manager, Tustin

Gary Milliman, Brookings, Oregon

John Gillison, Rancho Cucamonga

Laura Behjan, Retired CM, Simi Valley

**Doug Dunlap**, Retired City Manager, <u>Pomona</u>

Richard Rowe, Interim CM, Canyon Lake

Robert Dickey, Former CM & retired DPW, South Gate

Randy Bomgaars, <u>Bellflower</u>, Past CCCA President Marshall Linn, Urban Futures, Founder & Chairman

Stan Morgan, Winners Ink & Toner/former Mayor & ACM

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http://www.ocsec.com/

#### California's "West" Cities

West Covina City Manager Christopher J. Chung has served with the West Covina staff for the past 14-years, most recently serving as the Community Development Director. He served as Acting City Manager for a time in 2001. He earned a BS in Urban and Regional Planning from California State Polytechnic University, Pomona. He replaced the retiring City Manager Andrew Pasmant. He is not listed in ICMA's Who's Who Directory.

West Covina Assistant City Manager, **Mike Lee**, served previously as the Assistant Community Development Commission Director in West Covina. He earned a BS in Urban and Regional Planning from California State Polytechnic University, Pomona; and an MPA from the University of La Verne

Chris Freeland, a Deputy City Manager in West Covina, is a Past President of the Municipal Management Association of Southern California (MMASC), 2006-2007. Chris began his public service career as a Field Representative to Congressman David Dreier. He worked in that position from 1996 until 2001, when he was hired as the Assistant to the City Manager in West Covina. Chris was elevated to Deputy City Manager in 2011. He earned a BA and BS from California State Polytechnic University, Pomona, and an MPA from California State University, Long Beach.



http://muniservices.com/



#### http://www.kosmont.com/

Kosmont Companies is a nationally recognized real estate, financial advisory and economic development services firm serving cities, counties, public agencies, private corporations, landowners, non-profits and developers across California; expert in public/private transaction.



Paulina Morales was an intern with the <u>West Covina</u> Community Development Commission from 2004 to 2006. She was promoted to an Economic Development

Specialist post with the City of West Covina in 2006. In 2007 she became a Project Manager in West Covina and then left that position in 2012 to become a Development Project Coordinator in Palo Alto. After serving a year in Palo Alto Paulina has returned to the West Covina staff. She earned a BS in Urban and Regional Planning at California State Polytechnic University, Pomona and she completed the Construction Management Certificate course work at the University of California, Berkeley Extension.



http://www.hrgreen.com/index.aspx

HR Green, Inc. Vice President George Wentz has been named as one of the top 50 Public Works Trendsetters in the United States. HR Green's Roy Stephenson is a recognized top quality City Engineer/Public Work professional in Southern California and beyond.

Paul D. Brotzman was the Assistant Manager in South Whitehall Town Parish, Pennsylvania from 1968 to December, 1973. He then came to California where he first served as a Deputy City Manager in Claremont for about 5-years. He left Claremont in December, 1978 to take the Martinez City Manager position. In 1985 Paul returned to Southern California to become the "First" West Hollywood City Manager. He retired from West Hollywood in 1996. However, Paul came out of retirement in 2005 to join the City of Santa Clarita staff as the Director of Community Development. He retired from that post in 2012. Paul earned a BA from Wilkes College, Pennsylvania. He served as the MMASC President in 1977-1978.

West Hollywood, incorporated in 1984. The city's second City Manager was **Charles F. Makinney**. Prior to joining the West Hollywood staff Charles had served as the Director of the Management Services Branch of the Portland, Oregon Police Department. Before his appointment to the West Hollywood City Manager post, he served as Assistant City Manager and as Interim City Manager for a time. Charles retired from West Hollywood in 1999.



Cities throughout California and beyond are conducting Summer concerts, festivals and special programs. A tip of the cap to all those involved with the planning and conduct of these programs.



West Hollywood City Manager Paul Arevalo joined the West Hollywood executive team in 1990 after serving as Assistant Finance Director in the City of Bell Gardens. Prior to Paul's appointment as

Interim City Manager starting in August, 1999, he served as the City's Director of Finance and Technology Services. Paul was appointed West Hollywood City Manager in April, 2000. resident of Pasadena, Paul has been active in the Pasadena community. He was a member of the Transportation Advisory Commission for the City of Pasadena. Paul is a past member of the CSMFO Board of Directors. He has also served as a member of the League of California Cities Revenue and Taxation Policy Committee. He is a graduate of California State Polytechnic University, Pomona, and attended the Berkeley Executive Seminar (BES) for City Managers at the University of California, Berkeley. Paul is an accomplished marathon runners, and has participated in numerous marathons, including the Los Angeles Marathon. He is a founding member of Team-WEHO, a group of West Hollywood city employees who participate in the (APLA) AIDS Marathon program. He is credited with raising hundreds-of-thousands-ofdollars for the fight against HIV and the AIDS epidemic, and AIDS Project Los Angeles (APLA). Paul is currently a Member of the ICMA Alliance for Innovation Board of Directors. He is a past Chair of the City Managers/Administrators Committee of the California Contract Cities Association. In 2012 Paul received a 10-year ICMA Service Award.



http://www.bobmurrayassoc.com/



www.ICFAuthority.org

#### California's "West" Cities

West Hollywood Assistant City Manager Sam Baxter began his public service career as the Director of Parks and Recreation in Pasco, Washington. His next assignment was with the San Luis Obispo County park system. Sam is a member of the California Parks and Recreation Society (CPRS). He earned a BS in Natural Resources Management from California State University, San Luis Obispo.

**David Wilson** is the Director of Finance and Technology Services in <u>West Hollywood</u>. Prior to the appointment to his current position David served as the City's Budget & Compensation Manager for 4-years. He joined the <u>West Hollywood</u> staff more than 13-years ago, first serving as a Senior Management Analyst in the City Manager's office. He also served as a Project Development Administrator in Housing and Redevelopment. David earned a BA from the University of California, Berkeley, and a Master's degree in Planning from the University of Southern California (**USC**).



http://www.wolfhousing.com/

Call municipal consultant **Wesley Wolf** and inquire at telephone number: 213-744-0437.



#### http://www.tripepismith.com/

Tripepi Smith is positioned at the nexus of marketing, technology and public affairs.



#### www.brandywinedev.com

In 1994, former City Manager **Jim Barisic** founded **Brandywine** with a business plan to help revitalize established neighborhoods and to convert existing underutilized space into needed housing.

Brandywine is building The Orchard development in La Mirada. It is a 41-home community on the former Alondra Center site.



Laura A. Biery is an Economic Development Analyst for West Hollywood, whose home town is Seal Beach. Laura began her public service career in 2002 as

an Encinitas Intern. In 2003 Laura was an Administrative Trainee for the San Diego County. She then became a Local Government Analyst with the San Diego County Local Agency Formation Commission (LAFCO). In 2005 Laura moved to Palmdale as an Administrative Analyst II. She was appointed to an Administrative Analyst post in Santa Clarita in 2008. She left that position earlier this year (2013) to work in her current job with West Hollywood. Laura earned a BA from the University of California, San Diego, and an MPA from San Diego State University. Laura has served on the Cal-ICMA Board and was President of the Board in 2010. She also served as President of the Municipal Management Association of Southern California (MMASC) in 2008-2009. In 2009 Laura was awarded the ICMA Workplace Diversity Scholarship.



www.keenan.com

#### California's "West" Cities

Retired City Manager Joseph M. Goeden (pronounced "Gay-den") has served as an ICMA Range Rider since 2005. Joe began his career as an Administrative Aide in Montebello He was elevated to Administrative in 1972. Assistant in 1973, and in 1977 Joe was appointed to serve as Montebello's Assistant City Administrator, Community Services & Development. Joe was selected to serve as the Montebello City Administrator in 1980. Joe work as the Montebello City Administrator for nineyear before moving north to accept the <u>West</u> <u>Sacramento</u> appointment as Manager in 1989. Joe retired from West Sacramento in 2002. He earned a BA from California State Polytechnic University, Pomona. In 1997 he was the recipient of a 25-year ICMA Service Award. Joe is an ICMA Life Member.





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### NORTON ROSE FULBRIGHT

http://www.nortonrosefulbright.com

In June 2013, Fulbright & Jaworski L.L.P. joined forces with Norton Rose as **Norton Rose Fulbright**. **Norton Rose Fulbright** is one of the largest global legal service firms, with depth of experience in the world's leading business and financial centers.



**Toby A. Ross** is an ICMA Life Member. He began his public management career in 1973 as a Senior Planner in Sonoma County. He left Sonoma County about 9-years later to

take the Community Development Director position in San Luis Obispo in 1982. Four-years later Toby was appointed Assistant City Administrative Office for San Luis Obispo. In 1989 he left California to become the City Manager of Park City, Utah, and he served there until 2002. That year (2002) Toby was appointed to succeed retiring West Sacramento City Manager Joe Goeden. He also served as the Executive Director for the Port of West Sacramento. Toby worked in West Sacramento until his retirement in July, 2012. Toby earned an AB in Geography from the University of California, Santa Barbara, and an MA and PhD from the University of California, Berkeley. In 2008 he received a 35-year ICMA Service Award. While working in Park City, Toby served as the President of the Utah City Management Association (1996-1997). participated in the ICMA Exchange Program to the United Kingdom. He also served on the Cal-ICMA Board for a time.







http://caltrust.org/

Contact **Lyle Defenbaugh** about **CalTRUST** investment opportunities for public agencies.

Lyle.Defenbaugh@wellsfargo.com

#### California's "West" Cities

From 1996 until 1999 Martin Tuttle began his public service career as a staff member to Assembly Majority Leader Tom Hannigan in the California State Legislature. Martin served on the legislative staff for some 13-years. served as the Executive Director of the Solano Transportation Authority in the San Francisco Bay Area. In 1999 he was appointed Executive Director of the Sacramento Area Council of Governments and he served in that position until 2005 when he took a Land Use Planning Consultant post with New Faze Development. In 2009 Martin was appointed Deputy Director of Planning and Modal Programs for the California Department of Transportation (Caltrans). He was recruited to succeed West Sacramento City Manager Toby Ross in 2012. Martin earned a BA in Economics from the University of California, Davis.



http://www.octa.net/

La Mirada native James E. Emmons began his public management career in 1974 as an Intern with a United States Congressional staff. December, 1974 Jim took an Administrative Intern position with the City of Brea, and in February, 1977 he was appointed to a Brea Administrative Assistant position. Jim left Brea in 1979 when he was selected to serve as the first City Manager in the newly incorporated City of La Habra Heights. Jim work there until April, 1982 when he became the first full-time City Manager for newly incorporated Westlake Village. At the age of 32, in April, 1988 Jim resigned his position in Westlake Village to property management establish а consulting firm. His new firm specialized in the management of homeowner's associations, shopping centers and office buildings. Former City Manager Larry W. Marina succeeded Jim as the Westlake Village City Manager. Jim earned a BA from Claremont McKenna College, and did post graduate work at Claremont Graduate School and at California State University, Fullerton.

## California Contract Cities Association Annual Fall Seminar

October 04, 2013 - October 06, 2013

Temecula Creek Inn, 44501 Rainbow Canyon Road, Temecula, California 92592



This year the California Contract Cities Association
Annual Fall Seminar will be held at the Temecula Creek
Inn in Temecula. For more information call the
Association office at 562-622-5533.

Sam Olivito, Executive Director
Paul Philips, Deputy Executive Director

www.contractcities.org



http://icma.org/en/ca/programs/wla

Larry W. Bagley served as an Administrator for Brigham Young University from July, 1972 until February, 1975 when he was appointed City Administrator in Roosevelt, Utah. Larry came to California in 1977 to accept the City Manager appointment in Soledad. He left that post in 1981 when he was selected to serve as the Marina City Manager. Larry moved from Marina in 1988 to take the Westlake Village City Manager position. At the age of 46, in 1992 Larry left city management to work with his father in a variety of ventures, including a farm in Northern California and the operation of several bookstores. Larry earned a BA and MPA from Brigham Young University.

City Manager Raymond B. Taylor began his city management in 1977 career Administrative Assistant in Simi Valley. In 1980 he was promoted to Administrative Officer and in 1981 he left Simi Valley to take the Assistant to the City Manager position in Rolling Hills Estates. In 1982 Ray was appointed Assistant City Manager in Rolling Hills under City Manager Harry Peacock. Ray left Rolling Hills in 1985 to take the Ojai City Manager position, but Harry Peacock also left that year when he was appointed City Manager in Saratoga. When Harry accepted the **Saratoga** City Manager's post, Rolling Hills got Ray to return to the city to be their City Manager. Five-years later in 1990, Ray took a walk on the private side and worked as a Vice President for an executive recruitment firm. Ray returned to the public sector in 1991 when he was selected to serve as the Malibu City Manager. In January, 1993 he started as the Westlake Village City Manager and he has served there since. Ray earned a BA and MA at California State University. In 2009 he received a 30-year ICMA Service Award.



Audrey Brown is the current Westlake Village Assistant City Manager. Audrey served as the Director of Community Services in Agoura Hills from 1987 until 2000; 13-years. In 2000 she was appointed Assistant City Manager in Westlake Village. Audrey earned a BA in Parks, Recreation and Leisure Studies, and an MPA from California State University, Northridge.

Scott Wolfe is the <u>Westlake Village</u> Planning Director. The <u>Westlake Village</u> City Treasurer/Finance Officer in Robert Biery, and **John Knipe** is the City Engineer.

We hope you have enjoyed this listing regarding city management professionals working in cities with the word "West" in there names. Again, we apologize to those we may have missed who deserved mention.



It saddens many that Mr. Stox is no longer open for business. The restaurant was once one of the favorite places to dine in Orange County.



Anyone looking for authentic costumes should contact Bianca or Peter at 562-235-8887



http://www.tripepismith.com/

Tripepi Smith is a provider of marketing, technology and public affairs consulting services specializing in California local government. Clients include both public agencies and private sector companies operating in the local governments sector.

The Tripepi Smith team stands ready to help your agency or company with outreach campaigns, video production, content writing, messaging, graphic arts and design, technology advisory services and websites. This full range of services provides a single-stop solution for any organization trying to get their message out in the local government arena.



Ryder Todd Smith has over 15 years of experience in the technology and local government arena. He is particularly adept at integrating new technology platforms into communication strategies and community engagement initiatives.



Nicole Smith worked with PriceWaterhouseCoopers as the Assistant Corporate Controller and later as Financial Analyst for a publicly traded homebuilder located in Orange County. She is Tripepi Smith's CPA and Chief Financial Officer.



April Dávila is an experienced project manager, writer, and editor, having worked for several online and print publications. April delivers top-quality content for business and creative communications for websites, newsletters, white papers and more.

### What others say about Tripepi Smith...

Ryder's work with local government officials includes providing important website analytics and subsequent analysis, thereby encouraging open governance and transparency. Through Ryder's expertise, local officials can implement proven strategies that will enhance community outreach efforts.

Molly McLaughlin PIO, City of Ranch Santa Margarita

Tripepi Smith understands how public agencies function and is very responsive to staff requests. Inquiries from our end were generally addressed within the hour. Ryder and his team came to the table with ideas that were specifically well suited to the work we do and clearly informed by their previous work with other public agencies.

Ken Deck General Manager Rowland Water District.

The team at Tripepi Smith is easy to work with and incredibly responsive. The site they developed for our client, the ACC-OC, was more than just a great looking site. It integrated the features that the organization's members wanted, including social media, rich video content and dynamic public policy resources. The site is a tremendously valuable asset in fulfilling the ACC-OC mission.

Steve Greyshock Principal 21 Strat

Ryder Smith has been a key asset to the California City Management Foundation, I am impressed by the diversity of support he offers and his ability to anticipate opportunities and position us well. Ryder is top notch!

> Wade McKinney President CCMF

**Tripepi Smith,** PO Box 52152, Irvine, CA 92619 Telephone No. 626-536-2173



**Picking Up The Pieces:** Phoenix City Manager **David Cavazos**, 53, is the new <u>Santa Ana</u> City Manager. He will succeed Interim City Manager **Kevin O'Rourke**. David has more than 25-years of service with Phoenix. <u>La</u> Habra officials have dedicated a

public street in honor of former City Manager Brad Bridenbecker, who died in 2007 at the age of 35 after a battle with cancer. About a 100 people attended a formal ceremony in July officially naming the street Bridenbecker Avenue. Donald J. Hannah is the current La Habra City Manager. Simi Valley Interim Assistant City Manager/Government Affairs Jim Purtee, has been appointed to the position on a permanent basis. Jim joined the Simi Valley staff in 1988. He served as the Director of Administrative Services for nearly 6-years prior to his "interim" appointment. The current Simi Valley City Manager is **Eric J. Levitt**. San Pedro incorporated as a city on March 1, 1888, but 21-years later the people of the city voted to merge with the City of Los Angeles. A 125th birthday of the community was celebrated on the first weekend of August, 2013, billed as the Los Angeles Waterfront Summer Festival. San Jacinto City Manager Tim Hults and his wife Tamara Hults are mourning the passing of their 20year old son **Brandon Hults**. Brandon died in a traffic accident early Saturday morning, July 27, 2013. Tim and Tamara lost their other son Brian Hults in a 2006 traffic accident. The boys are survived by their sisters Miranda, 22, and Haley, 17. There was a vigil outside the Hults' home on Sunday night, July 28, and balloons with notes were released. El Cajon City Manager Douglas Williford has announced the appointment of Majed Al-Ghafry as El Cajon Assistant City Manager. Majed is the Director of Public Works in San Antonio, Texas. He previously worked for Chula Vista and Lemon Grove. He is a registered civil engineer. Marshall Krupp, who worked for the cities of Fullerton and Cerritos, and with Willdan, is currently with Vistage International, The Coaching Symposium and CSA Strategies. Marshall is a Peer Advisory Group Chair in Orange County. He is a motivational speaker, and a trained group facilitator. Robert T. Acker worked for the El Cajon for more than 30-years starting in 1966 as an Administrative Analyst. He rose through the ranks: Administrative Assistant in 1967; Assistant to the City Manager in 1969; Assistant City Manager in 1970; and El Cajon City Manager in 1982. He retired in 1996. He earned a BA and MA from San Diego State University. Desert Hot Springs City Manager Rick Daniels has resigned to take the City Manager post in Needles. David Brownlee has served as Needles' Interim City Manager since August, 2010.

Word is that veteran City Manager and Gateway Cities Executive Director Richard Powers is recovering from major surgery at the UCLA Medical Center, and is doing well. Dick served as the Garden Grove City Manager from 1972 until June, 1980. He later served as the Redevelopment Agency Director in Paramount and the City Manager in Norwalk. Former City Manager Claude J. Klug, who continues to serve on the Alumni Association Board at California State University, Long Beach, is currently living in Honolulu, Hawaii. Claude worked in Pico Rivera, La Mirada, Garden Grove, and Pasadena appointed <u>La Mirada</u> before being Administrator in August, 1971. City Manager Don Pauley, 65, retired after serving 13-years as the Kingsburg City Manager. Don is retiring after serving 38-years in city government. Prior to joining the Kingsburg staff Don served as the City Manager in Corcoran for 9-years. He earned a BA from the College of St. Thomas (now the University of St. Thomas), and a master's degree from Mankato State University (currently named Minnesota State University, Mankato). Former Simi Valley Director of Environmental Services Al Boughey retired in 2008 after about 12-years with the city. Al retired at age 60 at the same time as Public Works Director Tim Nanson retired. Then-City Manager Mike Sedell pointed out that "...retirement is part of the life progression of any organization in the public or private sector." Atwater Chief of Police Frank Pietro, who has served as the Interim City Manager since last August, has been name to the Atwater City Manager post. Frank credits Lt. Sam Joseph, who oversees the day-to-day operations of the police department, with make it possible for Frank to handle both the Police Chief and City Manager positions. Frank was born and raised in the City of Atwater.



## BUILDING A BRIDGE TO THE FUTURE

Municipal Management Association of Northern California 2013 MMANC Annual Conference -Building a Bridge to the Future

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<u>More Pieces Picked Up</u>: Former <u>Willits</u> City Manager **Paul Cayler**, 48, will be the next City Manager of <u>Cloverdale</u>. Paul has

been serving as the Cloverdale Interim City Manager for the past 5-months, filling in behind City Manager Nina Regor, who left to take the City Administrator position in Camas, Washington. He worked for Mendocino County for 14-year. He began his career as an Administrative Intern in the Redding City Manager's office, and later work fulltime for the city. Public Information Officer Andrew Powers, 36, has be appointed Assistant City Manager in **Thousand Oaks**. Andrew fills the position left vacant by former Assistant Manager Mark Watkins, who is the new Ventura City Manager. Andrew has been filling in as Acting Assistant City Manager working with Thousand Oaks City Manager Scott Mitnick. During the week of July 18, a suspicious package near Fremont City Hall caused evacuations and the shutdown of nearby streets until the Alameda County Sheriff's Department bomb squad could respond. The Deputies determined that the package was a duffel bag filled with clothing and was not dangerous. Fremont City Hall operations resumed. Fred Diaz is the Fremont City Manager. It has been reported that the Japanese government welcomes President Barack Obama's nomination of Caroline Kennedy to be the next U.S. Ambassador to Japan. The announcement was not a surprise in Japan, where rumors that the daughter of former President John F. Kennedy would be sent to Tokyo have been circulating for some time now. Cynthia Haas, formerly of Carlsbad, has apparently been appointed Port Hueneme City Manager. She joined Carlsbad in 1988 as a Management Analyst. She was named Deputy City Manager in 2009. Port Hueneme has been without a City Manager since Dave Norman resigned last October. Retired City Manager Dick Velthoen has served as "interim." Los Alamitos Interim City Manager Greg Korduner was recently seen on the streets of <u>Placerville</u> with an old elementary school buddy and their wives. Relationships are important to maintain. Joe A. Gonsalves passed away at the age of 80 in July, 2000. He was a former Dairy Valley/Cerritos dairy farmer who became respected State Assembly Member and the founder of the respected lobbying firm Joe A. Gonsalves & Son. Joe's son **Anthony Gonsalves** and his grandsons



Jason Gonsalves and Paul Gonsalves continue to serve with his principled and ethical values as a foundation through the Joe A. Gonsalves & Son firm. The firm currently serves about 50-municipal governments.



G. Lawrence "Larry" Rihl has lived in Nevada County

for more than 20-years. He is a California Realtor and achieved the "Multi-Million Dollar Producer" designation. Larry is a former General Manager of the Incline Village General Improvement District, the Lake Wildwood Association. graduated from Mt. San Antonio College and California State Polytechnic University, Pomona. Prior to his successful real estate career, he worked for Pomona as an Assistant Federal Grants Project Director; he served as the Paso Robles Assistant City Manager, 1975 to 1979; and he was the Reedley Administrative Officer from 1979 to January, 1982. City Manager Andy Hall of Cathedral City has been appointed to succeed Imperial Beach City Manager Gary Brown, who is retiring after 10-years there. Andy a BA from the University of Arizona and an MPA from the University of Utah. He arew up in Wyomina. Andy came to California and joined the Cathedral City staff in 2009 as the Community Development Director. He was elevated to City Manager in 2012. Perris Assistant City Manager Ron Carr and his wife Barbara Carr, for the second Independence Day in a row, stood at the summit of Mount Whitney, the highest point in the contiguous 48-continental states, an display an American flag. Mount Whitney is 14,508-feet high. The hike down proved to be eventful as they were pelted by marble-sized hailstones and were rained on for about two-hours straight. In 1994, Menlo Park Assistant to the City Manager Clay Curtin in a past President of the Municipal Management Association of Southern California. He served as a Senior Management Analyst in Manhattan Beach between November, 2009 and May, 2013. Clay began his government service career in 2003 as a Congressional Intern to Congressman Jerry Moran. Long Beach Mayor Bob Foster has announced that he will not be a candidate for re-election to a third-term of office. San Mateo City Manager Susan Loftus will retire in November. Susan joined the San Mateo staff in 1987 as an Economic Development Manager, and was appointed City Manager in 2008 after serving as Deputy City Manager for many years.