



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



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## SPECIAL EDITION!

# Happy Holidays From Trackdown

Thanksgiving still lingers with turkey sandwiches and leftovers for dinners as we turn toward the Holiday Season and the New Year...2009. The November 29 news cried "High surf and dangerous swell advisory issued for Crescent City beaches" as winter finally invades the West Coast.

Surfing city managers like **Jerry Forde** of McFarland or **Doug Prichard** of Rolling Hills Estates might ponder grabbing a board and hitting the surf as others are warned away. The swell of 13 to 15 feet spreading to California beaches was created by a large storm off the coast of Alaska, and promised waves of 20-23 feet along west and northwest facing beaches. Big waves by anyone's standards!

Points of view matter. While the high surf might present fear and danger to the public at-large, it starts the adrenaline pumping in Jerry and Doug and their surfing buddies. For a surfer the highest of highs comes from standing on a big wave and riding it out.

**"I have never seen snow and do not  
know what winter means."**

--Duke Kahanamoku



**Jack A. Simpson, Trackdown Management**

**"Best wishes to  
all during this  
special time of  
year, especially  
those practicing  
the 'city  
management'  
craft; may God  
help us work  
towards a bright  
future."**

Every year it seems that the holidays sneak up on us! Of course, there really isn't any sneaking...not by the holidays at least. We just get caught unprepared. Where city managers are detailed, organized and plan well at work, holidays on the home front are rarely on the radar until late in the season. It is not uncommon to find busy leaders last minute shopping at the local mall. We recognize that the last thing a busy person needs is another newsletter.



We have tried to craft this Special December 2008 "Happy Holidays" Issue with this "busy person" situation in mind. We are taking this occasion to thank one and all for the awesome support, and to extend our best wishes to everyone for a Happy 2008 Holiday Season and a Healthy, Happy and Memorable New Year.

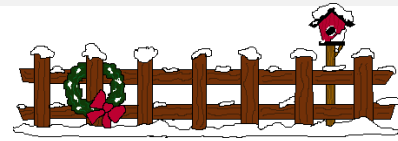
## "WE CAN DO RANDOM!"

In our attempt to produce an interesting and "non-boring" read, we have produced a random presentation. We have made an historical reach and "randomly" selected some city managers of the past to highlight. Our attempt is to present some careers we have not previously reviewed. We randomly chose the number 11, and then randomly selected 11 city managers in no particular order: "From De Llamas to Strenn."

Of course, everyone is tired of reading about the "bummer economy" so we have tried to direct our focus elsewhere. Again, we send along our sincere best wishes to everyone for a wonderful New Year. May "2009" be better than all your best past years, and may the National, State and Regional economies begin to prosper!

### Some Random City Managers:

Many city managers and former city managers do not receive appreciative recognition for their commitment and attention to providing and improving needed public services and facilities. Trackdown's randomly selected December, 2008 "Magnificent Eleven" City Managers who deserve acknowledgement for their dedication to public service include: **Lloyd R. De Llamas; Charles F. Schwalm; Richard C. Ambrose; James W. Antonen; Severo Esquivel; Charles "Guy" Huffaker; William H. Parness; Peter C. Harvey; Wesley C. McDaniel; Lauren M. Wasserman; and Mary Strenn.**



**Lloyd R. De Llamas** is a shining example of a successful City Manager leaving the craft for success in the private sector. In Lloyd's case he continues to serve local governments as the President of Hinderliter, de Llamas & Associates...the *HdL Companies*. Lloyd began his career as an Administrative Trainee in San Diego in 1963, and in 1964 he became a San Diego Administrative Analyst. Lloyd moved to a Senior Administrative Assistant to the City Manager of Torrance in 1966, and left there in 1968 to accept the City Manager position in Woodlake, located in the San Joaquin Valley, according to the city website: "...attractively nestled among citrus and olive orchards at the base of the foothills of the might Sierra Nevada mountains." In October, 1971 Lloyd was recruited to return to Southern California as the City Administrator in Lawndale where he served until selected by Monterey Park to be their City Manager in 1976. Lloyd retired from Monterey Park and joined former Commerce City Administrator **Bob Hinderliter's** firm as a principal. He has a BS from San Diego State College, and in 1993 he was awarded a 30-year ICMA Service Award. Lloyd's wife **Caroline De Llamas** is a retired Cerritos City Clerk.



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**"We can do random!"**



In 1956 **Charles F. Schwalm** was appointed to the newly created position of Burlingame City Manager. Burlingame incorporated in 1908, two years after the Great San Francisco Earthquake. The earthquake sent many looking for a new safe home, and many moved to Burlingame where Bank of California Founder **William C. Ralston** laid out lots in 1868. The City Manager form of government was adopted in 1956. Schwalm, who died on May 27, 2007 in Oakland, came to California after beginning his public service career in Ohio. During World War II, he was a communications officer aboard the USS Ancon, an amphibious command ship (AGC) converted from a troop transport. He was part of the D-Day invasion and was in China at the end of the war. When he returned home, he worked for the Cincinnati District Attorney's office and was later the City Attorney in Hamilton, Ohio. He also served as the Hamilton City Manager between 1952 and 1956, when he moved to Burlingame. He was the Burlingame City Manager for 26-years, and following his retirement he served on the Burlingame Planning Commission. Charles attended Dartmouth and Transylvania Colleges and earned a law degree from the University of Cincinnati.



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Thank you for the humbling support:

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**Ken Bayless**, Greater L.A. Vector Control District

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**Bob Dominguez**, Placentia (Retired)

**Jack Lam**, Rancho Cucamonga

## "We can do random!"

**Richard C. Ambrose** recently retired after a career that began in 1973 in Glendale where he served as an Administrative Intern. In 1975 he took another internship in Milpitas and caught on there in 1975 as an Administrative Aide to the City Manager. In 1977 Rich's title changed to Administrative Assistant to the City Manager. In 1979 Rich returned to Southern California for a little more than three years as the Assistant City Manager in La Cañada Flintridge. In May, 1982 Rich was appointed as the first permanent City Manager in the new City of Dublin where he served until retirement in September, 2008. [Joni Pattillo, who was hired by Rich and served as the Assistant City Manager starting in 2002 became Dublin's second City Manager.] The City held a community-wide Ice Cream Social to thank Rich for his outstanding 26-years as Dublin City Manager in August. One of the last project Rich worked on was the development of a home for the School of Imagination as part of a housing development approval in the west Dublin hills. Rich earned a BA from the University of California and an MS from California State University. He has a 30-year ICMA Service Award.



<http://www.bobmurrayassoc.com/>



<http://www.ejdelarosa.com/>



<http://www.parsinfo.org/>

Veteran City Manager **James W. Antonen** was in the hunt for the Boulder, Colorado City Manager position recruitment during the past year. Dublin, Ohio City Manager **Jane Brautigam** got the nod from a field that included Jim and three other California managers: **David Knapp** of Cupertino; **Bob LaSala** formerly of Lancaster; and former Stockton Deputy City Manager **Roger Storey**. Jim got his career started as a Legislative Assistant in the U.S. Congress in 1971 following service in the U.S. Navy. After working various positions in South Dakota, including a planner for a COG, he was appointed City Administrator in Sartell, Minnesota in 1980. In 1983 Jim became the City Manager in Vermillion, South Dakota. [Lewis and Clark camped at the mouth of the Vermillion River near the present day town on August 24, 1804.] In 1989 Jim was appointed City Manager in Moorhead, Minnesota, where he served for a little more than a dozen years. In 2001 Jim was selected to be the Davis City Manager. In 2006 he left Davis to be a Senior Manager with **Bob Murray & Associates** where he worked until April, 2008. Jim has a BS from Dakota State College and an MA from the University of South Dakota. In 1995 Jim was the President of the Minnesota City/County Management Association. He served on the Cal-ICMA Board in 2005-06. Jim has a 25-year ICMA Service Award.

### Women Leading Government (WLG)

**A Cal-ICMA Coaching Program** WLG is designed to assist female managers in their career development.

<http://www.womenleadinggovernment.org/>





<http://www.jones-mayer.com/>

## “We can do random!”

**Severo Esquivel** was called out of retirement by City Manager **Dan Hobbs** to punctuate his long and distinguished public management career to serve as the Director of Administrative Services in Fresno. Severo's initial public position was as an Assistant Surveyor in Visalia in 1960 and 1961. He then worked in the private sector for about 10-years before being appointed Special Assistant to the City Manager in Tacoma, Washington in 1972. During the next three years he served as Assistant to the City Manager, Deputy City Manager and Assistant City Manager, and in December, 1979 Severo became the City Administrator of Yuma, Arizona. In September, 1983 he left Yuma to serve as the Transportation Deputy City Manager in Phoenix. After about 5-years in Phoenix his next assignment was Deputy City Manager in San Diego beginning in August, 1988. Severo was appointed Pomona City Manager in 1994 and “tried” to retire in 2000. After retirement he commuted for about six months from Visalia to West Covina where he was a special management consultant to then-City Manager **Dan Hobbs**. Then, after Dan took the Fresno City Manager position, he called on Severo in April, 2001. Severo has an AA from the College of the Sequoias in Visalia, a BCE from the University of California, and an MBA from Southern Illinois University. He also has a National Urban Fellows Certificate. He served as President of the Arizona City/County Management Association 1986-87, and was a Regional Vice President on the ICMA Executive Board, 1976-77. He has a 25-year ICMA Service Award.



**Charles G. “Guy” Huffaker** began his city government career in National City in 1965 as an Administrative Assistant. In 1966 Guy was selected to be the Assistant to the City Manager in Bakersfield and in 1969 he joined the Montebello staff as the Assistant City Administrator. In 1973 Guy was recruited to be the Colton City Manager, and in 1977 he began his 25-year tenure as the City Manager in Porterville. He served on the Board of Trustees of the California City Management Foundation, and was the first Executive Director following his retirement in 2002. He left that position when he accepted the Interim City Manager post in the Kern County City of Delano. Currently, Guy is a Senior Municipal Services Advisor for the civil engineering and environmental consulting firm, Quad Knopf with headquarters in Visalia. Guy has a BA from San Diego State College, and he earned a 35-year ICMA Service Award.



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**Trackdown**  
Management Services

“Providing thread to help stitch together the fabric of the city management community.”

Trackdown strives to improve the ties of city managers and “would-be” city managers through efforts to entertain, support and educate; and to provide quality management consulting services to public agencies.

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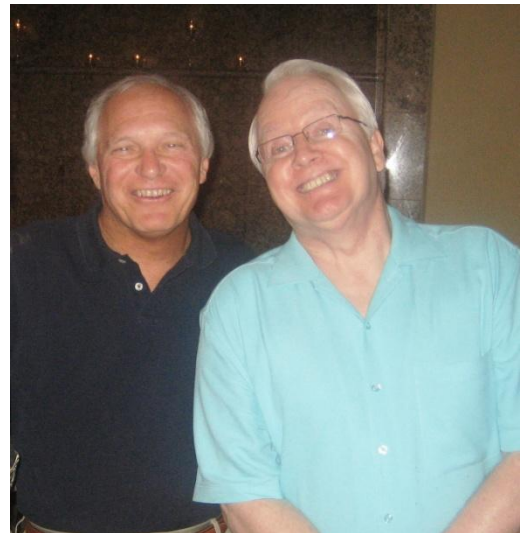
## "WE CAN DO RANDOM!"

**William H. Parness** passed away at the age of 81 on May 19, 2007. Bill spent 23-years as the first Livermore City Manager. Prior to Bill the city's chief executive was a City Administrator. Bill began his career in 1949 as a Coro Foundation Intern. In 1950 he joined the Santa Cruz staff as an Administrative Assistant, and worked there until he was selected to be the Claremont City Manager in 1953. In 1957 Bill took his second City Manager assignment in San Rafael where he served until 1957. That year he was recruited to be the Livermore City Manager, and he did not leave that position for the next 23-years. At the conclusion of his Livermore tenure he worked a little more than a year as the Bellevue, Washington City Manager from 1978-79, and then in 1985 he took the President of Public Service Skills post. Bill earned a BA from the University of California. After his passing, at a 2008 special flagpole plaque installation ceremony at the Las Positas Golf Course in Livermore, Bill was honored in memory with the inscription: "The Las Positas Golf Course and the adjoining Livermore Municipal Airport are the products of his vision, perseverance and commitment to enhancing the quality of life for this community." Bill's son Mike has built a remarkable City Manager career himself, currently the City Manager in Napa.

**Peter C. Harvey** served four different cities in three different States as City Manager. He began his career in 1964 as an Assistant to the City Manager in Salem, Oregon. In 1968 he was appointed Assistant City Manager in Tacoma, Washington, and was appointed City Manager in Yuba City in 1969. After nine years in Yuba City Peter was selected to be the City Manager in Lake Oswego, Oregon in October, 1978. He left Oswego Lake in 1992 and was appointed City Manager in Peoria, Arizona. He started his final City Manager assignment in 1997 in Red Bluff. Peter was the President of the Oregon Section of ICMA in 1987. He has a BA from Willamette University in Oregon, and an MPA from **USC**. He was awarded a 35-year ICMA Service Award in 1999.

*Wolf & Company Inc.*

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Laguna Beach City Manager Kenneth C. Frank and retired Fairfield City Manager Kevin O'Rourke clown at a recent city managers meeting. Ken has been the Laguna Beach City Manager since 1979. His Masters Degree is from Cal-Berkeley.

**Listen to Country Music Singer Casey Simpson**

[www.myspace.com/caseysimpsonmusic](http://www.myspace.com/caseysimpsonmusic)



## “We can do random!”

Known primarily for his 23-years as the Executive Director of the San Bernardino Association of Governments, **Wesley C. McDaniel** started his career in 1961 as and Administrative Assistant and Planning Director in La Habra. In 1963 Wes became the Assistant City Manager in Arcadia, and served there until 1967 when he was selected to be the Hermosa Beach City Manager. In 1971 Wes took the Manpower Director job at the University of Redlands, and his next position after two and a half years there was the Executive Director assignment with the San Bernardino COG. In 1996 Wes moved to the private sector. He has a BA from the University of California, an MA from Occidental College and an MPA from **USC**. Wes earned a 30-year ICMA Service Award.



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**Lauren M. Wasserman** kicked-off his public service career as an Administrative Intern in Long Beach in 1963. In 1965 Lauren was hired as an Administrative Assistant in Lakewood. In 1968 he became the Assistant City Manager in San Dimas. In 1970 Lauren was recruited to be the City Administrator in Montclair where he had an eight year tenure. In 1978 he started an 11-year run as the City Manager in Rancho Cucamonga. After leaving Rancho Cucamonga he served as a Project Coordinator in San Bernardino County for about 7 months before he was appointed Director of Planning & Land Use in San Diego County. In October, 1994 Lauren became the City Manager in Encinitas. He has a BA and an MS from California State University, Long Beach. Lauren has a 35-year ICMA Service Award.



Moving up 5 spots, **Piper Jaffray** recently Ranked No. 3 in the Institutional Investor Magazine's annual survey of the best overall equity sales team in the U.S.



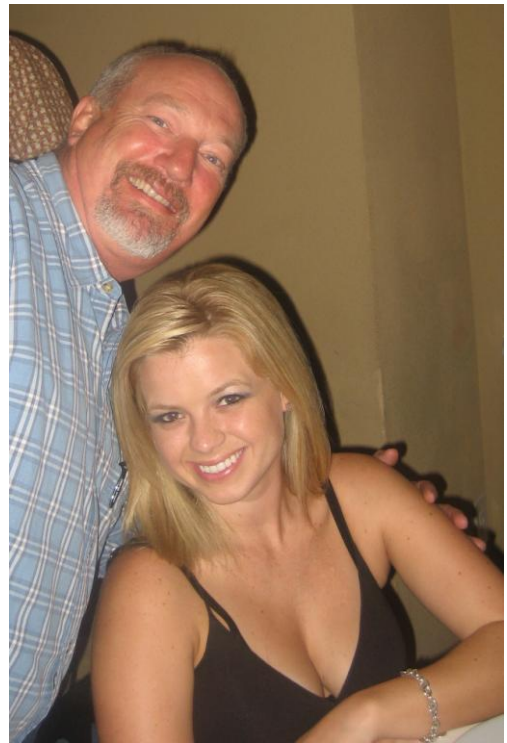
## We can do random!



In 1977 **Mary L. Strenn** began her municipal government career as an Urban Planner in Peoria, Illinois. In 1980 she moved up to be a Community



Development Planner; then the Assistant to the City Manager in 1981; and the Assistant City Manager in 1983. In 1985 Mary moved west to California to accept an appointment as Deputy City Manager in Bakersfield. Two years later in 1987 she became the Bakersfield Assistant City Manager. In June, 1990 Mary was selected to serve as the City Administrator in San Fernando. After leaving San Fernando in 1998, Mary took the Interim City Manager assignment in Ceres for about 6 months. In September on that year she was appointed City Manager in El Segundo where she stayed until 2005 when she retired. Mary is the only female City Manager in El Segundo history. Since retirement she served as the Interim City Manager in South Gate from June until November, 2007. She served on the League of California Cities City Managers' Department Board during the period of October, 1999-August, 2001. She was a recipient of the ICMA Program Excellence Award for Outstanding Partnerships in 2001, and she earned a 25-year ICMA Service Award. Mary has a BS and MPA from the University of Wisconsin. Mary is an avid traveler and wanted to make sure that she has the strength and stamina of a young retiree to keep going on the strenuous overland trips that she favors.



Atascadero City Manager **Wade McKinney** poses with Country Music Artist **Casey Simpson** at a recent city manager get-together. Wade is the Vice President of the California City Management Foundation Board.



**JONES HALL**

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Daughters Cookie Beebe, and Samantha Simpson with 5-year old Grandson Tyler during a Thanksgiving visit.



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California City Management Foundation



[www.cacitymanagers.org](http://www.cacitymanagers.org)





Wolf & Company Inc. is pleased to announce that they have completed their bidding agent services relative to Investment Agreements for:

- 1.) **Independent Cities Lease Finance Authority,**  
Mobile Home Park Revenue Refunding Bonds (Westlake (Fresno) Mobile Home Park), Series 2007A and Series 2007B (collectively, the "Bonds") Investment Agreement.
- 2.) **Independent Cities Lease Finance Authority,**  
Mobile Home Park Revenue Bonds (San Juan Mobile Estates), Series 2006A, Series 2006B and Taxable Series 2007C (collectively, the "Bonds") Investment Agreement.
- 3.) **Independent Cities Lease Finance Authority,**  
Mobile Home Park Revenue Bonds (Santa Rosa Leisure Mobile Home Park), Series 2007A, Series 2007B, Series 2007C Bonds and Taxable Series 2007D (collectively, the "Bonds") Investment Agreement.

**Wes Wolf, Wayne Mittleider** and their staff are most excited and pleased about successfully completing these Investment Agreement transactions in the current challenging and difficult re-investment market.

Wolf & Company official's would be delighted to speak to other agencies about their bidding agent services on any municipal bond issue transactions that require investment agreements.

Please contact **Wesley Wolf** at 949 489 8036, or **Wayne Mittleider** at 208 344 0868 or visit the Wolf & Company website at: [Wolfhousing.com](http://www.wolfhousing.com/).

<http://www.wolfhousing.com/>



Potter and Photographer Sandy Groves [www.sandygroves.com](http://www.sandygroves.com)

## Calendar of Events

### January 12-14, 2009

California Contract Cities Association  
Annual Sacramento Legislative Orientation Tour  
Sacramento Hyatt Regency  
[www.contractcities.org](http://www.contractcities.org)

### January 21-23, 2009

League of California Cities  
New Mayors & Council Members Academy  
Sacramento Hyatt Regency  
[www.cacities.org](http://www.cacities.org)

### February 4-6, 2009

League of California Cities  
City Managers' Department Meeting  
Hyatt Regency, Monterey  
[www.cacities.org](http://www.cacities.org)

### February 6-8, 2009

Independent Cities Association  
Twenty-first Annual Winter Seminar  
Fess Parker's Doubletree Resort, Santa Barbara  
[www.icacities.org](http://www.icacities.org)

### January/February, 2009

MMASC Winter Forum  
Location to be announced  
[www.mmasc.org](http://www.mmasc.org)



**"The best way to cheer yourself up is to try to cheer somebody else up."** --Mark Twain

### Special Holiday Wishes to the City Manager Newsletter by Trackdown Sponsors:

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**Picking Up the Pieces:** Effective December 18, retired Planning and Building Director **Jim Sandoval**, 53, will replace former Chula Vista City Manager **David Garcia**, and Interim City Manager **Scott Tulloch**. Pinole has rehired former City Manager **Belinda Espinosa**, and will take over from Interim



City Manager **Charlie Long** in January.

Belinda was Pinole City Manager from

2004 to 2007. Pasadena City Manager

**Michael J. Beck** appointed **Andrew M.**

**Green**, Reno, Nevada Finance Director as

the new Pasadena Director of Finance. He also

moved **Steve Mermell** from his Acting Finance

Director assignment to Assistant City Manager. In

the wake of a critical Sonoma County Grand Jury

report regarding the Sonoma City Council's

canceling the local election when no candidates

but the incumbents files papers, Sonoma City

Manager **Linda Kelly** stands by the Council's action

and City Attorney **Tom Curry**'s opinion. Goleta City

Manager **Dan Singer** has been dealing with

"Spheres of Influence" issues, including the Glen

Annie Golf Course just outside the city's boundary.

**Marjie Pettus**, 48, who has served as the Healdsburg

Assistant City Manager for the past two years, has

been selected to succeed retiring City Manager

**Chef Wystepsek**, following a six-month recruitment

process. Arcata City Manager **Michael Hackett** will

be on medical leave for an unknown period while

he is undergoing treatment of an undisclosed illness,

and Police Chief **Randy Mendosa** will serve as

Acting City Manager in his absence. Vacaville ACM

**Laura Kuhn** is the Interim City Manager following the

retirement of **David Van Kirk** on January 1. Finance

Director **Ken Campo** is the Interim ACM. Following a

subdural hematoma, or bleeding inside the head in

June, Grand Terrace City Manager **Tom Schwab**

returns to work on the 2009-2010 City Budget part-

time with Acting City Manager **Steve Berry** and Finance Director **Bernie Simon**. West Hollywood City Manager since 2000 **Paul Arevalo**, previously the Finance Director, is an avid runner who has run in many marathons. Redding City Manager **Kurt Starman**'s City Council is talking about dropping their retirement benefit to cut costs; it is uncertain that PERS will allow the Council alone to withdraw. Richards, Watson & Gershon's **William B. Rudell** passed away November 20. He was 69-years old. Bill is a former City Attorney in Burbank, South Gate and Palmdale. Tulare City Manager **Darrel Pyle** has joined many of his California colleagues to forego salary increases to cut costs. Former San Jacinto Interim City Manager **Steve Harding** has signed on through June 30, 2009 as the Hemet Interim Assistant City Manager; the same expiration as Interim City Manager **Len Wood**. Retired Petaluma City Manager **Mike Bierman** is a candidate for the Dublin, Ohio City Manager post.

**Five-year old Tyler Pouncéy poses by an empty public swimming pool during an audition trip to Hollywood in November, 2008.**



Citrus Heights Assistant to the City Manager **Hilary Straus**, 37, is the new Hanford Deputy City Manager. Former Hanford Deputy City Manager **Tom Haglund** is the new City Administrator in Gilroy. Members of the Tempe City City Council are talking about replacing 84-year old City Manager/City Attorney **Charles Martin** because they say, he will soon be retiring. Culver City City Manager **Jerry Fulwood**, 62, has announced his pending retirement plans. Palm Desert City Manager **Carlos Ortega** is retiring after more than 30-years with the city, the past 8 as City Manager. Assistant City Manager **Justin McCarthy** will be Interim CM effective December 31. **Happy Holidays from Trackdown Management!**

Chino Hills City Manager **Doug Labelle** reports that the city staff and the Chino Valley Fire District successfully occupied their new City Hall and Fire Administration quarters with a Grand Opening on November 14, 2008. Doug extends commendation and thanks to the city hall staff and recreation staff who worked to support the City's EOC and Red Cross Evacuation Center over the weekend during the "Freeway Complex Fire," November 15. Local restaurants: **Chili's**, **McDonald's**, **Olive Garden** and **The Yard House** donated and delivered meals to the evacuation center.