

City Manager Newsletter By TRACKDOWN MANAGEMENT

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

January, 2021

Page | 1

Volume No. 14: Issue No. 01



Since the inception of the City Manager Newsletter by Trackdown in 2007, it has been distributed from a home based business location in the City of Cerritos.

Currently, the base location of the newsletter's distribution is in transition. By early 2021, the new distribution location will be in Rancho Mirage. The newsletter is produced and distributed by Jack & Susan Simpson of Trackdown Management. It is a bitter sweet "Good-bye" to Cerritos, while a new future adventure unfolds in the Coachella Valley. Trackdown Management's web page remains at:
www.trackdownmanagement.net

Women Serving in Cities from Waterford to West Hollywood

This January 2021 issue of the City Manager Newsletter by Trackdown acknowledges some of the women who work in California cities alphabetically listed between Waterford and the City of West Hollywood. This is the 48th issue dedicated to women executives in California cities.

Many profiles are not available. Some city web pages neglect to present some responsible position incumbents. We apologize to those we miss. We try hard to acknowledge all those serving in California cities.

There are many highly qualified and dedicated women serving in California's cities. The list is impressive. Addressed here is the rhetorical question: Where are the women in city management?

Women Serving in Cities from Waterford to West Hollywood



Gateway to Recreation: Waterford was originally established as "Bakersville" in 1857. The city incorporated as Waterford in November 1969. Apparently, mail was being mistaken for delivery between Bakersville and Bakersfield. The Waterford community developed along both sides of the Tuolumne River. The 2019 estimated population is 8,962. The City Manager is **Michael Pitcock**, a former Development Services Director with the City of Turlock. **Patricia Krause** is the Waterford City Clerk.

Waterford Finance Manager **Tina Envia** worked in the private sector starting in 1990 and then spent four years plus as a Senior Accountant for the City of Turlock (1997-2002). She returned to a private company for nearly 3-years, before becoming a Professor at California State University, Stanislaus for the next 15-years, and she continues to teach there. In August 2011 Tina was appointed Finance Manager in the City of Waterford. Tina earned a BBA and an MBA from California State University, Stanislaus. Tina is a Certified Public Accountant.

Marissa Martinez is the Waterford Deputy City Clerk.



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MMASC is one of the oldest and largest associations of its kind in the nation, dedicated to the professional development of Southern California management leaders.

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Women Serving in Cities from Waterford to West Hollywood



Watsonville is a city in Santa Cruz County. The city is located on California's central coast and the local economy centers predominantly around agriculture and food processing. Watsonville incorporated in March 1868. The City Manager is **Matt Huffaker** and the **Beatriz Vazquez Flores** in the City Clerk.



Nathalie Manning is the Deputy City Manager in the City of Watsonville. She began her public service career in July 1995 as a Budget Analyst for King County. Nathalie joined the staff in the City of Watsonville in January 2002 as a Senior Administrative Analyst. She was promoted to Human Resources Manager in January 2006 and became Deputy City Manager in July 2015. Nathalie earned a BA in urban studies and planning from the University of California, San Diego, and an MPA from the Evans School of Public Policy and Governance at the University of Washington.



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

ICA is committed to assisting member cities with economic development issues, and support legislation that provides cities with addition tools for business development, business retention, and job creation. Safe and secure communities are at the core values of ICA.

Sam Olivito, Interim Executive Director
Telephone: 310-486-7555

Women Serving in Cities from Waterford to West Hollywood



Suzi Merriam is the Watsonville Community Development Director. She began her public service career as a Preservation Planning Intern in June 1998 with the City and County of San Francisco. In November 2000

Suzi joined the city staff in Santa Cruz as a Preservation Planner. In November 2001 she went to work for the City of Watsonville as an Associate Planner (2001-2010) and began her rise in the organization: Senior Planner (2008-2015); Acting Principal Planner (2015-2016); Assistant Community Development Director (January 2016-September 2016); Acting Community Development Director (2016-2017); and Community Development Director (August 2017 -present). Suzi earned a BA in interior Design from San Diego State University, a MS in historic preservation from the University of Pennsylvania, and an MBA from California State University, Monterey Bay.

Alicia Martinez, Library Director, joined the Watsonville staff as a Circulation Manager in November 1986 and served in that capacity until December 2015 when she became a Senior Librarian. In January 2017 Alicia was promoted to Principal Librarian and then Library Director starting in June 2020 as "Interim." She began serving as an Extra Help Librarian of the Santa Clara County Library District in May 2016 and continues in this service. Alicia also serves as an Adjunct Reference Librarian at Hartnell College starting in June 2016. Alicia earned an AA in sociology from Cabrillo College, a BA in social sciences with a concentration in sociology from California State University, Monterey Bay, and a Master' degree in library and information science from San Jose State University.

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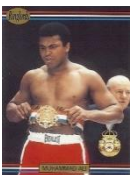
Trackdown Posse Roster

Executive Level Posse Roster:

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Mike Sedell, Retired Simi Valley City Manager
Larry F. Pennell, Retired City Manager, Wasco
Kevin O'Rourke, KOLGS/PARS; Retired City Manager
Glenn Southard, Retired CM, Indio & Claremont
Joe Tanner, Retired Vallejo City Manager
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Vern Lawson, Retired, Lancaster
Ernesto Marquez, Former City Manager
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Posse Roster:

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Howard Chambers, Retired Lakewood City Manager
Dave Carmany, West Covina, City Manager
Ken Bayless, Ret. GM LA Vector Control & Ret. LASD Chief
Don Penman, Retired City Manager, Arcadia
Sam Olivito, Interim Executive Director, ICA
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Ray Harris, Ret. County Official, & Hawaiian Gardens CM
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Ray Silver, Retired City Manager, Past Pres. CM/LCC
Mark Scott, Indio City Manager
Dr. Carlos A. Urrutia, Retired Rocklin City Manager
Jeff Mathieu, Retired Big Bear Lake, City Manager
Doug LaBelle, Retired City Manager
Ron Stock, Retired City Manager, Weed
Paul Philips, City Manager, Bell
Ray Tayler, Retired City Manager, Westlake Village



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--Muhammad Ali

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Mitch Barker, Executive Vice President

(800) 540-6369 ext. 116 or mbarker@pars.org

Kevin O'Rourke, Senior Municipal Consultant

(707) 249-5356,



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Jack A. and Susan Simpson



Email: jack@trackdownmanagement.net

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Debbie Smith, Executive Director The **Independent Cities Finance Authority** is an unaffiliated Joint Powers Authority (JPA) with the goal of helping communities fund critical projects.

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Sylvia Ballin of the City of San Fernando is the current President of the ICFA Board of Directors.

Jose Solache is the ICFA Treasurer, and **Marilyn Sanabria**, **Leticia Lopez**, **Emma Sharif**, **Ricardo Pacheco**, and **Jorge Morales** complete the Board.



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Women Serving in Cities from Waterford to West Hollywood

Among other women also serving the City of Watsonville are **Cindy Czerwin**, the Finance Director; **Watonka Addison**, Principal Librarian; and **Nancy Porto**, the Community Outreach Coodrdinator for the Watsonville Department of Public Works and Utilities.

"Weed like to welcome you" is the City of Weed's community motto. Weed is in Siskiyou County. There are several unincorporated communities near Weed, including Edgewood, Carrick and Lake Shastina. These communities generally have Weed mailing addresses. The city is named for a pioneer and founder of a local lumber mill, **Abner Weed**. Though the community has been active since before 1897, and had the world's largest sawmill in the 1940s, the city did not incorporate until January 1961. The 2019 estimated population of Weed is 2,725. The Weed Mayor is **Susan Tavalero** and **Kim Greene** is a City Council Member. Replacing retired veteran City Manager **Ron Stock** is Weed City Manager **Tim Rundel**. Tim previously served as the City Manager in Durant, Oklahoma. **Sandra Duchi** is the City Clerk, and **Emily Coulter** is the Finance Director.



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Monica Davis, President, Community Services Manager, City of Hayward

Jessica Deakyne, Immediate Past President, Assistant City Manager, City of Novato

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West Covina is a city in the eastern San Gabriel Valley in Los Angeles County. The city incorporated in February 1923 to prevent the City of Covina from building a sewage treatment plant in the area. The 1930 population was 769 when the city was filled with walnut groves and orange groves. After World War II new homes in housing developments increased the population. The 2019 estimated population is 105,101. **David Carmany** is the City Manager, **Mark Persico** is the Assistant City Manager, and **Mary Lou Walczak** is the elected City Clerk. **Lisa Sherrick** is the Assistant City Clerk.

Lisa Sherrick worked in the City of San Bernardino as a Senior Management Analyst for a little more than 14-years starting in December 2006. Lisa was appointed Assistant City Clerk in West Covina starting in January 2020. She earned an MPA from the Keller Graduate School of Management at DeVry University.



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Fran Mancia may be reached at 559-288-7296. Fran is a member of the Board of Trustees of the California City Management Foundation (CCMF).



Here are two ICMA Past Presidents **Karen E. Pinkos** and **Pat Martel** posing with Santa Paula City Manager **Dan Singer** at a 2018 MMANC event. Karen is the El Cerrito City Manager and Pat is a retired City Manager from Daly City and currently serves as the ICMA West Coast Regional Director.



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Robbeyn Bird is the West Covina Finance Director. Robbeyn is a CPA. She began her West Covina service in April 2019 as Interim Director of Finance. She has more than 20-years of local government experience, serving in various position in the cities of La Palma, Seal Beach, La Quinta, Apple Valley, La Puente and the Metropolitan Water District.

Valerie Gonzales is an Administrative Assistant I in the Finance Department.



Helen Tran is the City of West Covina Human Resources & Risk Management Director. Helen also serves as the Vice President of the Big Independent Cities Excess Pool Joint Powers Authority (BICEP) Governing Board.



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Women Serving in Cities from Waterford to West Hollywood



City of West Hollywood
California 1984

In 1780, what eventually became the "Sunset Strip" was the major connecting roadway from El Pueblo de Los Angeles to the Pacific coast. Today the thoroughfare is lined with nightclubs, bars, restaurants and high-end commercial establishments. The City of West Hollywood incorporated in November 1984 behind a rent control issue. It is said that the West Hollywood Russian-speaking community is the most concentrated single Russian-speaking region in the United States. **Paul Arevalo** is the City Manager. Paul serves on the Board of Trustees of the California City Management Foundation (CCMF). The West Hollywood City Clerk is **Yvonne Quarker**. The City is blessed with a good number of female professionals.



Lorena Quijano, West Hollywood Finance & Technology Services Director, is also the City Treasurer. Lorena has worked for West Hollywood since 2012, starting as an Accounting Manager. She

previously worked as Finance Director in other local governments and in public accounting position for a number of years. Lorena earned a BS from California State University, Los Angeles and an MPA from California State University, Northridge. She is a Certified Public Accountant (CPA).

"Beware of little expenses; a small leak will sink a great ship."

—**Benjamin Franklin**

"When prosperity comes, do not use all of it."

—**Confucius**



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Lisa Marie Belsanti, West Hollywood

Director of Communications, began her working career in February 1992 with various companies in motion pictures, commercial and music video production and development. In December 1998 Lisa became the Public Policy Manager for the L.A. Gay and Lesbian Center in Los Angeles. She then moved in September 2000 to be the Director of Communications & Development for the California Alliance for Pride & Equality (CAPE), which is now Equality California (EQCA). For about a year and a half starting in January 2002, Lisa was self-employed as a public relations and marketing consultant. In 2003 she was hired as a Council Deputy in West Hollywood, and in May 2008 she became a Senior Management Analyst in West Hollywood. Lisa became the Communications Manager in July 2013 and then the Director of Communications in July 2016. She has been with the City of West Hollywood for nearly 18-years. She attended Columbia College Chicago in film, communications, cinema, and video studies.

Women Serving in Cities from Waterford to West Hollywood



Janet Jimenez joined the West Hollywood city staff in March 2007 as a Permit Services Specialist. In October 2008 she became a Code Compliance Officer, and in October 2013 she was appointed to a Management Specialist position in the City Manager's office. Janet was then promoted to Assistant to the City Manager in November 2014. She earned a BBA from the University of San Diego.



West Hollywood Public Safety Director **Kristin Cook** joined the city staff in December 2000 as an Emergency Services Coordinator. In August 2004 she was promoted to Public Safety Manager, and in July 2013 Kristin became the Director of Public Safety. She has worked for the city of West Hollywood for a little more than 20-years. Prior to joining the city staff Kristin worked for the Children's Memorial Medical Center in Chicago, Illinois and the University of California, Los Angeles. She earned a BA in history from Northwestern University and an MPH in public health and emergency management from the University of California, Los Angeles (**UCLA**).



From the archives: Lancaster City Manager **Jason Caudle** with finance consultant and investment banker **Ralph Holmes**.



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Roxanne Diaz is a member of the Board of Trustees of the California City Management Foundation (CCMF).

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Jackie Rocco, West Hollywood Public Works Director, began her working career as a Research Assistant at the University of California, Los Angeles (**UCLA**) in September 1997. Jackie signed on as Acting Assistant Director and Job Development

Supervisor for the Housing Authority of the City of Los Angeles in October 1998. Between September 2000 and March 2008, she served in the private sector for two different firms. In March 2008 Jackie joined the West Hollywood city staff as a Parking Operations Manager. In December 2016 she became the City's Business Development Manager, and June 2019 Jackie was appointed Director of Public Works. She earned a BA in political science and an MA in urban planning from the University of California, Los Angeles (**UCLA**). The California Public Parking Association honored Jackie as the Parking Professional of the Year in November 2014, and with the President's Award in October 2019.

Susan Schumacher is the City of West Hollywood's Human Resources Manager. Susan joined the city staff in November 1993 as a Human Resources Analyst. She became the Human Resources Supervisor in November 1995 and has since been promoted to Manager. Susan has been with the city for more than 27-years. She earned a BA from the University of Redlands.



"Remember this. Hold on to this. This is the only perfection there is, the perfection of helping others. This is the only thing we can do that has any lasting meaning. This is why we're here." --**Andre Agassi**

Women Serving in Cities from Waterford to West Hollywood



Jennifer Alkire is the Current & Historic Preservation Planning Manager in the City of West Hollywood. Jennifer joined the city staff in January 2014 as a Senior Planner. She was promoted to Planning Manager starting in September 2019. Jennifer earned a BA in geography from the University of California, Los Angeles (**UCLA**).



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West Hollywood Facilities and Field Services Manager is **Helen Collins**. Helen joined the city staff in January 2009 as a Senior Administrative Analyst. In March 2018 she was promoted to her current post.

Among others we found among the West Hollywood staff directory include **Andi Loyano; Sheri Lunn; Susana Salazar; Jasmine Duckworth; Claudia Duncan; Rebecca Ehemann; Adrian Gallo; Debora Gonzalez; Melissa Crowder** and **Catherine Ross**.

Again, we apologize to those who we were unable to find, or unable to find a career profile. Best wishes to one and all for a Happy and healthy 2021. ***



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Investing in our communities

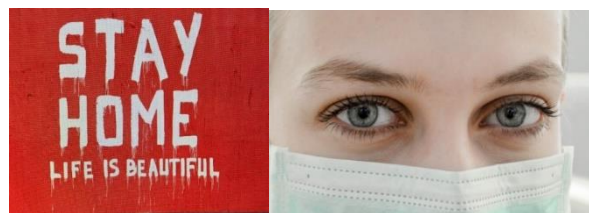


While packing to move, this picture fell out of an old file folder. It was a celebrating of a \$26,260,000 mortgage revenue bond issue in Paramount circa 1979. L to R: **Jack McMinn**; **Maury O'Shea**; **Dr. Esther Caldwell**; **Jim Magner**; **Bill Crowe**; **Ted Mosier**; and **Jack Simpson**.

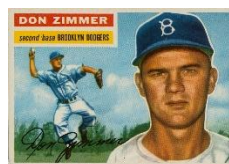


Picking Up the Pieces: Former Merced City Manager **Steven S. Carrigan** is the new City Manager in the City of Salinas. Steve, a former City Manager in Los Banos, replaced the retired **John Bramble** in Merced. Steve worked for Lathrop in Economic Development;

Vice President of Economic Development for the Yuba Sutter Economic Development Corp.; and as Stockton Director of Economic Development. Steve describes he and his family as "NASCAR freaks" and big San Francisco Giants fans. Baldwin Park Executive Officer (City Manager) **Shannon Yauchzee** retired effective December 31, 2020 after serving in the CEO post for nearly 7-years. Shannon is a past President of the San Gabriel Valley City Managers Association. He earned a BS in civil engineering from California Polytechnical University, Pomona, and is a California registered civil engineer. He previously worked Willdan, and then served the City of West Covina for 18-years as the Building Official and the Director of Public Works. Shannon will serve as an Interim City Manager while the city conducts a recruitment to replace him. Retired Santa Ana City Manager **David Ream** passed away on December 26, 2020 at the age of 76. Dave suffered from Parkinson's Disease. He was hospitalized for a time prior to his passing. Dave served 32-years with Santa Ana, becoming City Manager in 1986 and serving in that post until his retirement in 2011. He began his public service career as a Community Development Analyst in Long Beach in 1971. He then served as an Administrative Analyst in the City of Lakewood (1974-1978). He joined the Santa Ana city staff in 1978 as a Management Analyst. Dave earned a BA from Arizona State University and an MBA from California State University, Long Beach. In 2011 Dave received a 40-year ICMA Service Award. Funeral arrangements are uncertain due to the COVID-19 pandemic.



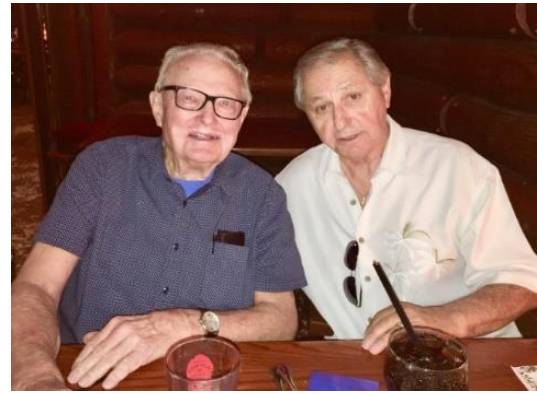
Lake Elsinore City Manager **Grant Yates** has announced his resignation effective in February. Grant has served as City Manager in Lake Elsinore since November 2012. He previously served in the Cities of Temecula and Carlsbad. No decision has been made on a replacement. **Charles "Chuck" E. Deschenes** served as the City Administrator in Waterford, California from 1998 until 2011. He served as the Auditor & Controller and Mental Health Administrator in Shasta County from 1978 to 1986. Starting in 1986, Chuck worked as the County Administrator in Garfield County, Colorado. He earned an AA from Shasta College, a BA from California State University, Fullerton, and an MBA from the University of Southern Colorado. In 2008, Chuck received a 30-year ICMA Service Award. Since leaving Waterford in 2011, Chuck has been serving as a consultant. Fairfield has its first female Chief of Police and 13th Chief in **Deanna Cantrell**.; appointed in October. Deanna served as the Chief of Police in San Luis Obispo starting in January, 2016. She worked for the Police Department in Mesa, Arizona for 21-years to start her law enforcement career. Berkeley internal auditor **Tracy Yarlott-Davis**, 41, a California native, will become Town Manager in Hartford, Connecticut. She will take over from Interim Town Manager **John MacLean** in mid-February. Tracy is a Mills College graduate, who prior to Berkeley served as a City Auditor in Oakland. Previous to that she was an auditor for the State of California. She is the first woman to serve as Town Manager in Hartford. Former Chino Hills City Manager (1995-2009) **Douglas La Belle** serves as a member of the OC Fair & Event Center. Members are appointed by the Governor to four-year terms. Doug is also a member of the Board of Directors for the Orange County Heroes Hall Veterans Foundation. Doug also previously served as City Manager in Signal Hill. He began his public service career in 1964 with the City of Garden Grove. Since then, Doug has worked in various positions in the Cities of Cerritos, Huntington Beach, La Mesa and Marysville.



"What you lack in talent can be made up with desire, hustle, and giving 110 percent all the time." —**Don Zimmer**



More Pieces Picked Up: Former Stockton and Ridgecrest City Manager **Kurt Wilson** is the new Interim City Manager in Beaverton, Oregon. Kurt also served as a member of the Ridgecrest City Council. Former Santa Monica City Manager **Rick Cole** was also a candidate for the Beaverton position. The City is in the process of changing its government from a "Strong Mayor" form to a "Council-Manager" form, which is most common in Oregon. South Pasadena Interim City Manager **Sean Joyce**, who is a retired Irvine City Manager, expects to be in South Pasadena until approximately April. Sean was hired in September shortly after the dismissal of City Manager **Stephanie DeWolfe**. **Bob Murray and Associates** has been retained to lead the executive recruitment to help with the selection of a new City Manager. Thirty-one residents have been invited to sit on one of four focus groups that will offer input regarding the recruitment. San Jose Chief of Police **Eddie Garcia** has been hired to serve as the 30th Chief of the Dallas, Texas Police Department. Dallas City Manager **T.C. Broadnax** announced the appointment on the day prior to Christmas Eve. Eddie has been the Chief in San Jose since 2016, and he has served as a member of the San Jose Police Department since 1992. Oakland City Administrator **Ed Reiskin** is challenged with the COVID-19 pandemic's devastating fiscal impact on the City. The City will not be able to fund essential services or respond to emergencies like an earthquake or other natural disaster if expenditure reductions are not immediately addressed. Oakland announced \$29 million in spending cuts and other cost-savings that only begins to close the projected year-end \$62 million deficit in the City's general fund. **Dr. Peter Pirnejad** is the new City Manager in the City of Foster City effective January 4, 2021. He served as a Planning Manager in Lodi (2005-2008) before becoming the Assistant Director of Economic & Community Development in the City of Daly City (2008-2012). He went to work for Palo Alto in 2012 as the Development Services Director, and then accepted the Assistant City Manager post in the City of Napa in 2018. Most recently he has worked in the private sector (2018-2020). Peter earned a BA in environmental studies from the University of California, Santa Barbara, and an MPP and a Doctorate in public policy administration from the University of Southern California (**USC**).



Retired City and County Manager **Roy Pederson**, and **Sam Olivito**, retired Executive Director of the California Contract Cities Association. Roy is a past President of ICMA. Sam is currently the Interim Executive Director of the Independent Cities Association.

SHORTS: *Former Healdsburg City Manager **David Mickaelian** has been the General Manager at the Tahoe Donner Association since July 2020. *Santa Monica Interim City Manager **Lane Dilg** will resign and leave her position in the Spring of 2021. ***Dave Richards**, City Manager in New Buffalo, New York, and former Hancock, Michigan City Manager, who also served cities in Alaska and California, passed away in December 2020 after being hospitalized with COVID-19. *San Luis Obispo City Manager **Derek Johnson** was awarded a compensation increase during the pandemic when professional management is most important. *Santa Paula City Manager **Dan Singer**, a former City Manager in Ojai, Goleta and Poway, earned two Masters degrees from Syracuse University. *Due to the COVID-19 pandemic, the City of Pasadena did not host a Rose Bowl Game or a Tournament of Roses Parade on January 1, 2021. *Visalia Water Resource Manager **Andrew Munn** recommends that water conservation efforts be stepped up.

The late **Clark Goecker**...(1944-2019) died of complications of multiple myeloma, a blood cancer at the age of 75. Clark was born in San Francisco and raised in Marin County where he attended Redwood City High School, and the University of San Francisco. He worked for the League of California Cities for 34-years in Sacramento. He lived in Davis for almost 4-decades. Clark was ordained as a deacon in the Catholic Church. He served 10-years as the Director of the Newman Center in Davis, a Catholic community for UC Davis students. In 2014 Clark moved to Washington State to be near family, and he served briefly with the Seattle Archdiocese. He loved spending time with family at vacation homes at Sea Ranch, CA and Whidbey Island, WA.

Notes and Letter from Readers:

Good issue (December 2020)...the picture of the 9080 group brought a tear to the old eye...

--Ray Harris



Hey Jack, hope the move is going smoothly!

Another great newsletter (December 2020). I appreciated your comments about Rita, perhaps the classiest lady I have ever met. It was great working with you and her on CCMF!

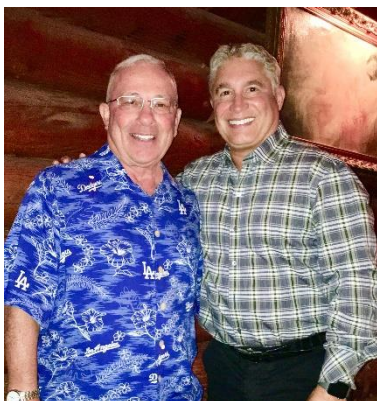
--Wade McKinney

I have retired from the City of Torrance after 54 years of service. It has been my honor to serve as Torrance City Manager for 37 of those years. I will forever keep the memories of City service and the friendships I have made across time close to my heart.

Please forward relevant correspondence to new City Manager **Aram Chaparyan** at AChaparyan@TorranceCA.gov or call (310) 618-5880. The City Manager's staff will be happy to assist you.

Wishing you all the best,

--LeRoy J. Jackson



Retired City Manager **Dennis Courtemarche** shown here with former City Manager **Larry Kosmont** of the **Kosmont Companies**.



Paramount City Manager **John Moreno**, **Jason Gonsalves** of **Joe A. Gonsalves & Son**, and **Ryder Smith** of **Tripepi Smith**.

Thank you very much for highlighting some of the wonderful female professionals serving the City of Wasco. I want to share two additional female professionals that are also key members of Wasco's team. They are **Biridiana (Biri) Bishop** and **Mariana Sobolewski**.

Biri is our Public Works Director. She has been with the City for more than 5 years and previously served as an Assistant Planner. She is an active member of MMANC and APWA. Biri was born and raised in Wasco.

Mariana joined the Wasco staff in 2019 in the newly created role of Assistant to the City Manager. She served our country and retired from the U.S. Air Force after many years at the rank of Senior Master Sergeant. She is currently participating in ICMA's Emerging Leadership Development Program.

Our city staff leadership is dedicated to the highest ideals of public service and commitment to pursuing innovations and professional development for themselves and their staffs. These new city leaders foster an ethos throughout the organization of "who we are" and what ethics in public service means. They are creating a shared understanding of what's important and what the organization stands for.

Thanks again for highlighting Wasco.

--**Daniel Ortiz-Hernandez**, ICMA-CM
City Manager
City of Wasco