

**MICHIGAN  
LOCAL GOVERNMENT  
MANAGEMENT ASSOCIATION**

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# The Manager

The official newsletter of the Michigan Local Government Management Association

A State Affiliate of ICMA  
Affiliated with the Michigan Municipal League

Spring 2016

## Note from the President

Dale L. Kerbyson, City Manager, Lapeer

As I write my very first president's message, I'm mindful of the many impressive managers who served as president before me. Now, I have to live up to the high standards that they, and our association, have set. It will not be easy, but I will give it my best effort. To start things off, I'm pleased to announce an opportunity to receive free ICMA annual conference registration. Details are available below.

Probably the hottest topic in recent months has been our branding project. The branding process began a year ago, largely in response to a need to elevate the public perception of our profession and encourage young people to consider it as an attractive career choice. Since then, the MLGMA Board has been working diligently with Phire Group, a marketing agency, to develop the messages and images that portray the city management profession in a fresh, engaging way. As part of the process, we gathered input from members and refined the branding content over many months.



The result of all this hard work was unveiled by Phire Group representatives during the Winter Institute. Through engaging words, images, and videos, the association's new branding campaign will present our profession as confident, outgoing, informative, positive, and proud. During and after that presentation, the association provided lots of good feedback and direction for the Board to consider and Phire Group to implement going forward.

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## *Note from the President Continued*



The most discussed topic of the branding initiative was the consideration of a name change for our association from Michigan Local Government Management Association to Michigan Municipal Executives. After the feedback received at the conference, a survey was prepared and sent to the membership to make this crucial decision. The survey results showed that over 60 percent of the members are in favor of changing the name. The comments we received were overwhelmingly positive. With that information in hand, the MLGMA Board voted at its April 15 meeting to change the name of our association to Michigan Municipal Executives. I am also proud to announce that we were able to secure the mme.org domain name to be used with the name change.

After this action, the Board reviewed the branding presentation, updated by comments from the membership during the unveiling in February. Phire is now able to move forward and begin Phase II of the branding project. The Advocacy Committee will take over our branding effort and work hand in hand with Phire to move the project along. Look for some exciting ways that Phire Group and the Advocacy Committee will find to use our new name as we move forward with the branding initiative.

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## *Note from the President Continued*

I would also like to address the status of the Michael Young Scholarship at Grand Valley State University (GVSU). As of April 27, the scholarship had a fund balance of \$29,513.32. Unfortunately, it was inaccurately reported on the Management Listserv that the scholarship had achieved full funding status, which would make it fully endowed and able to award scholarships. In mid-April, it was discovered that GVSU inadvertently provided us with the fund balance of a different scholarship. Please consider donating as the scholarship must have a balance of \$30,000.00 before it is fully funded and scholarships can begin to be awarded.

In honor of Michael Young and his contribution to our Association, ICMA presented us with a scholarship to the 2016 ICMA Annual Conference. The Professional Development Committee has been assigned the task of finding a worthy recipient for that scholarship. The recipient may also be awarded travel expenses from the association, so please look for the Professional Development Committee announcement requesting applicants for this scholarship.

At the April Board meeting, a winter and summer conference policy was introduced and approved by the Board. The policy outlines how future conference venues will be selected, how the individual committees will be provided the site locations years in advance, and how to keep committee continuity and conference topics consistent. Thanks to Keith Van Beek and Amy Roddy and their committee for this needed policy.

Our Board has been active this year but our individual committees have been even more active. The Advocacy Committee will be heading up the branding initiative and all the detail that will come from preparing the role out of the final presentation. The Next Gen Committee is always busy with educational opportunities and has been working on the Fellowship opportunities for the next year. Our Professional Development Committee is busy with its usual scholarship and coaching program and now they have a new project selecting the

member to attend the ICMA annual conference. Our Ethics Committee has had some code violations to follow up on with non-members while they continue to evolve the committee to be more proactive with the membership.

If you are not aware, ICMA requests that the individual state associations assign a member to participate in the ICMA annual conference planning committee. This year, I assigned Victor Cardenas, Novi Assistant Manager, to be our representative on the planning committee for the 2017 ICMA annual conference in San Antonio, Texas. Victor will participate in the planning of the event and will report back to the membership on various important items.

I was very pleased with this year's MLGMA Winter Institute. Every session was filled with energy and enthusiasm as we delved into numerous topics that help us be top-notch leaders in our communities. Based on the Summer Workshop Planning Committee report, the membership will have a terrific conference in Midland this summer with a heavy-hitting line up of sessions from Administrative Warfare to Psychology of Leaders to Taking Care of Self. I look forward to meeting the world traveler in the red suit and learning some of his secrets at the conference (you will have to figure out this reference).

The Board and I are excited about our organization's new direction and looking forward to implementing the details in the coming months. We encourage you to attend the Summer Workshop in Midland to see Phire Group's branding presentation and offer your feedback. See you all in Midland!

**Dale Kerbyson, City Manager  
Lapeer**

# ICMA Update

By Daryl J. Delabbio  
 County Administrator/Controller, Kent County  
 and ICMA Regional Midwest Vice President

As reported on previously, ICMA is working on a number of important matters to serve our profession. Two significant matters are the ICMA’s Strategic Planning Update and the recruitment of a new executive director. At our MLGMA Winter Institute, I reported on the status of both activities. Since that time, each effort has moved forward, but I wanted to focus for a moment on the executive director search. Applications were due on March 1 and are in the process of being reviewed. The ICMA’s Audit and Evaluation Committee will be interviewing semi-finalist candidates immediately prior to the next Executive Board meeting, which will be held in early June. The committee will select 3-5 finalists to participate in an interview with the entire Executive Board at a special meeting in July. The expectation is that a final candidate will emerge and a formal announcement will be made at the ICMA Conference in September.



As you are no doubt aware, regional vice presidents serve a three-year term. This year, the VP seat from the Midwest Region is a non-CEO position. Thus, the task was to select a nominee to succeed Tanya Ange, deputy city manager of Mankato, Minnesota. We had three very solid candidates, and Patrick Klein, assistant city manager of Kansas City, Missouri, was selected as the Midwest Region’s nominee. His name will be placed on the ballot for a vote of the entire membership in June. Thanks to MLGMA President Dale Kerbyson, who participated on the interview/nominating panel for this important task.



This past March, the Midwest Regional Summit was held in Middleton, Wisconsin. Aside from the great professional development opportunity that was afforded to those in attendance, the presidents of the eight states making up the Midwest Region (Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, and Wisconsin), along with ICMA President Pat Martel, interviewed three candidates who submitted their names to be considered for ICMA vice president.

And speaking of Dale, he took the initiative to survey MLGMA membership about Tenet 3 of the ICMA Code of Ethics, which is being reviewed by the Committee on Professional Conduct (CPC). At this writing, I am in the process of summarizing the input provided by you to submit to the CPC. There have been discussions on Tenet 3 at each of the regional summits ICMA has held. In addition, ICMA is taking comments from individual members and, depending on how the CPC decides to move forward, there will be a membership survey to members this summer.

I appreciate the opportunity to provide an update on ICMA activities. If you have any questions about ICMA, please do not hesitate to contact me at [daryl.delabbio@kentcountymi.gov](mailto:daryl.delabbio@kentcountymi.gov).

# So Fresh, So Clean ... Social COOP Invigorates Social Media for Sterling Heights

by Bridget Doyle, Director of Community Relations, Sterling Heights

Reprinted from *Emerging Local Government Leaders*, January 26, 2016

Since this summer, the City of Sterling Heights, Michigan has been working with a social media management and digital marketing agency to assist with the city's social media channels and the proliferation of information. The Community Relations department saw this contracted service as a great way to invigorate our social media accounts and connect with our residents, community and business owners on a full-time basis. So far, our social media accounts have benefited tremendously and we've never had a more engaged audience on Facebook or Twitter. In Sterling Heights, we know so much of local government customer service is communicating, connecting, listening and responding to the residents. Supporting the needs and requests of our community is a top priority.

To help other communities learn about our experience, I interviewed Billy Strawter Jr. and Kim Stricker of Social Coop to provide more perspective on their experience working with a local government. Social Coop is based in TechTown in Detroit, Michigan. The assistant city manager was tasked with implementing the review. A list of 90-plus questions was given to departments citywide. They were required to answer the questions and peel back the layers of the onion (a phrase we used often during this time) to take a conscious look at how we work. We began 'silo busting' conversations forcing departments to attack projects from an interdepartmental team perspective instead of doing their own thing.

## Q. Tell us about Social Coop. What do you guys do?

A. Social Coop Media helps companies connect with their online audience. We are a social media management and digital marketing agency. We work with clients to strategically map projects from creation to completion. We're storytellers. Telling stories is the blood that pumps through any vital community. Stories document our histories, they educate us, they entertain us and at their best they inspire us into action. In a nutshell, we assist our clients in communicating



in the digital space through social media (Facebook, Twitter, Instagram, LinkedIn, etc.) and increasing their online reach using digital ads (Google Adwords, Banner Display, Social and Video ads).

## Q. From what I understand, Sterling Heights is Social Coop's only second foray into local government social media. What have you learned from this client versus your private business clients?

A. All clients require great consideration in developing social media posts. Connecting people where they live can evoke a deeper sense of community and involvement than seen with private businesses. Sterling Heights has a passionate core group of supporters. Our social media channels help individuals who live, work, and visit stay informed about city news, events, and road construction. A community defines you. It's the people you interact with daily. Switching communities requires much more thought and action. If you decide a brand isn't your thing, you can easily make a change. Communities are a personal choice (schools, government, safety), the topics that you post must be carefully considered. If you take too strong of a side on an issue a misinterpreted post can escalate and have negative repercussions on the community.

## Social COOP Continued

**Q. What are the challenges to managing government social media accounts? What are some positives?**

A. Challenges: In a recent survey, close to 42% of social media users expect a resolution within an hour of posting a question or issue. It can be challenging to ensure that community members connect with the correct city resource or department that is appropriate for their specific concerns and needs. Sometimes finding the right resource takes time. Another challenge we face is keeping the right tone and message in posts. It's much easier on Facebook to get context and tone right, but Twitter can be challenging due to the 140 character limit. The personal nature of being part of a community can lead to fueled comments. There is a fine line between knowing when to let someone voice an opinion, and intervening and taking a conversation offline for resolution. Positives: Seeing a high level of engagement on posts, particularly those related to Sterling Heights Firefighters, Law Enforcement, or city events like Sterlingfest, reinforces messaging is on target. In a recent PEW study, 48% of adult internet users have looked online for information about a public policy or issue. Knowing the work we do keeps residents informed and involved in the community is highly rewarding.

**Q. How do you handle "brand management" for a public entity? What is the difference?**

A. For a city, communications are time sensitive. Social media allows community members to stay informed in real-time, allowing municipalities to share their stance directly instead of waiting for a third party to report through a news outlet. Hearing directly from the city builds credibility and trust, hence building the brand. If there is a policy being discussed or an accident, there is an immediate need for a response. Think news outlet (communications) vs marketing channel.

**Q. What types of changes has Social Coop made to the way Sterling Heights operates social media that have been positively received by Sterling Heights followers?**

A. Social Coop has created a digital space that allows followers to have a "one-stop-shop" for events, news and a direct line to provide feedback. Keeping content fresh and covering local events with not only info but interesting/intriguing photography has proven to keep people engaged and increase traffic.

**Q. What is Social Coop doing that has made its work with Sterling Heights successful thus far?**

A. We invest time in understanding the Sterling Heights community which includes reading and watching anything we can find in the news. We frequently visit the city, which helps us better tell its stories and showcase its beauty.

**Q. What are three tips you'd offer to a social media management rookie?**

- Experiment with different types of content. Find what resonates with your audience.
- Listening and monitoring is critical in getting to know your audience, your industry and your competitors.
- Be diligent about maintaining a content calendar. It will help with the overall organization and keep all of your team updated.

**Q. Please share any positive stats about your work on Sterling Heights accounts since July.**

- Acquired over 1,000 new Facebook fans
- Achieved approximately 1.2 million Facebook impressions
- Improved the number of impressions per tweet by 3,580%
- Increased the number of messages sent by over 200%

# Defining This Era's Political Neutrality

## Input from the Frontlines

By **Martha Perego**  
Ethics Director, ICMA

*Reprinted from Public Management, June 2013*

*ICMA is permitting us to rerun archived articles from Public Management magazine regarding ethics. The following article is well-timed given ongoing and upcoming electoral cycles. ICMA and the Ethics Committee are pleased to offer resources to members about the ICMA Code of Ethics.*

This spring, ICMA launched a discussion with members to get their perspectives on what political neutrality means for professionals working in local government in this era. As the defining bedrock principle for the profession, it's a worthy place to start what is designed to be a structured dialogue of the entire ICMA Code of Ethics.

It's certainly an intellectually challenging place to start! But why not start here? As ICMA's Executive Director Bob O'Neill has noted, "Political neutrality is a principle that goes to the heart of the profession. It's a distinctive characteristic that defines both how we are viewed and how we see ourselves."

### A Look Back

The original drafters of the ICMA Code of Ethics in 1924 defined the profession's commitment to political neutrality straightforwardly: "No city manager should take an active part in politics." By 1938 when the code underwent its first change, that statement disappeared entirely.

The only reference to politics at all was added to the statement defining the role of the manager in the policy process: "The city manager is in no sense a political leader. In order that policy may be intelligent and effective, he provides the council with information and advice, but he encourages positive decisions on policy by the council instead of passive acceptance of his recommendations."



Every era views principles through the lens of their experience. Looking back, it may be odd to see a core value placed aside. On the other hand, perhaps the members drafting this revision wanted to emphasize another key characteristic of a professional manager: a source of unbiased information and advice on policy matters.

A statement about the profession's commitment to stay out of politics doesn't resurface in the code until 1972, in what became the first edition of Tenet 7: "Refrain from participation in the election of the members of his employing legislative body, and from all partisan political activities which would impair his performance as a professional administrator."

In 1998, the members voted to change Tenet 7 to the version in place today: "Refrain from all political activities which undermine public confidence in professional administrators. Refrain from participation in the election of the members of the employing legislative body."

### The New Era

In the recent dialogue, more than one member challenged the assumption that a new era is sufficient reason to reexamine the meaning of political neutrality for the profession. After all, politics is still politics.

But while the principle remains solid from the perspective of some members, the terrain has shifted. Campaign disclosure requirements, accessibility to data on the web, social media, and

## *Defining Political Neutrality Continued*

the number of polarizing issues up for consideration are just some of the factors affecting today's political arena. For the profession, it may be a classic example of what author Jim Collins noted in his conversation with the profession: a situation where the principles endure but the practices may need to change.

### **Input from the Frontlines**

Four consistent themes emerged in the dialogue: local politics, national politics, family engagement in political activity, and issue advocacy.

There was widespread consensus that engaging in campaign politics where you work is a violation of the principle of political neutrality. And, from a career perspective, not smart strategy. The standards outlined in the code help members frame those difficult conversations with elected officials, avoid hot spots, and even fend off unwanted requests for campaign donations.

On the national front, members expressed opinions across the spectrum about whether it was okay to support candidates for office. Some see a clear line between local and national elections. To those members, the ban on presidential candidate donations seems too restrictive.

Others, noting the widespread access to campaign donor rolls and polarized politics, supported the across-the-board ban on campaigning for candidates.

Dealing with family members who want to engage in politics, at the local level, is a grey area.

The ICMA code doesn't govern the conduct of family members. But there are implications for members serving as the manager or assistant when their family decides to support a local candidate, run for office, or get involved in issues.

And how do you address the use of social media by your children? Or your spouse as it related to engaging in politics? The general advice was to have the conversation upfront to talk about the implications, potential tradeoffs, and political approaches.

On the subject of issue advocacy, there was widespread agreement that more dialogue and guidance are needed. Here are some notable comments:

- Issues have become very partisan and divisive.
- It's hard to do anything even on the perimeter of the political arena without being perceived as political.
- Public issues intersect our personal and professional lives. Even the organizations we belong to and support have the potential to be problematic. Whoever imagined that being a Boy Scout would be a source of controversy?
- Local government professionals have both a right and a responsibility to voice positions on human and civil rights issues.
- We cannot be silent on issues because it's the very reason we entered public service in the first place: to make a difference.

Let the dialogue continue!

## Ethics

### Reported Code Violations by Non-Members of ICMA or MLGMA

The committee has further examined this topic and will be drafting language for potential inclusion in the MLGMA Rules of Procedure for Enforcement of the ICMA Code of Ethics to address how the Ethics Committee and MLGMA may respond to reported violations of the code by individuals who are neither members of ICMA nor MLGMA.

### Outreach to New Members of MLGMA

The committee has discussed the means through which it can most effectively engage with individuals who are either new applicants to MLGMA or applying to rejoin MLGMA after a period of time longer than one year. Specifically, it is the aim of the committee to play a more active and constructive role in reaching out to individuals who are newer to MLGMA in an effort to increase their knowledge regarding the Code of Ethics and decrease the overall occurrence of code violations.

MML has indicated it will work to create a mechanism through which this membership information can be directed to the committee. This mechanism will also provide the committee with the ability to review membership applications to ensure that there are no open complaints/cases against newer members.

## NextGen

The following list highlights the activities of the Committee year to date:

- **Feb. 3:** Hosted the Winter Conference Dinner in Port Huron.
- **Feb. 29:** Held its first quarter meeting.
- **March:** Voted on topics for the next three professional development seminars:
  - Council/Manager Relations – Spring 2016
  - Change Management – Spring 2016
  - Community Branding – Fall 2016
- **March 16:** Chair attended an alumni/student meeting hosted by Eastern Michigan University to attract students to local government management.

- **March 31:** Collected applications for the 2016 Local Government Management Fellowship from both prospective fellows and host communities.

**The Committee continues to work on the following items:**

- Development of the Spring Training Seminar to be held on May 13, 2016.
- Review of Fellowship Applications and associated interviews and placement.
- Collaborative discussions with the Professional Development Committee on the development of a professional development strategic plan.
- University outreach to increase MLGMA presence on campus.

## Professional Development

### MLGMA Scholarship Program

The committee voted to grant a scholarship request from Corey Schmidt in Marlette to attend the Small Town & Rural Development Conference. The total amount awarded is \$419.50. Corey previously interned in Michigan and returned to the state earlier this year in his new role. He has agreed to write a blog post or newsletter article following the event to assist the committee in promoting future participation in the Small Town & Rural Development Conference and the MLGMA Scholarship Program.

### Ongoing Project Updates

The committee has formed two subcommittees to focus on our projects for 2016—the development of a strategic plan for future conferences and the launching of an online coaching/mentoring gallery and resources on the MLGMA website. Christian Wuerth and Rebecca Fleury are leading the efforts and anticipate presenting a draft strategic plan for conferences to the board at the Summer Workshop.

### ICMA Coaching Program

Fifteen Michigan locations participated in the March 10 ICMA Coaching Webinar, “Thriving as a High Performance Organization.” The next two webinars will cover “Building Civic Leadership & Community” (April 13) and “Ethics in Action” (May 19).

## MLGMA Website Keeps You Informed

MLGMA.org is filled with current news stories, shared content, blogs, and links to MLGMA programs and educational opportunities that will keep you in the loop year-round. It also contains the latest thoughts from the MLGMA president, as well as profiles of municipal managers and communities. You can also find current and past issues of this newsletter on the website.

If you have any ideas for some new content that you think would be valuable to MLGMA members, please let us know. In the meantime, **click through the following links** to read full versions of content posted on the website, or visit it for something new.

## MLGMA Blog

### Enrich Your Local Government Team with a MLGMA Fellow

I would like to take this opportunity to discuss an annual program that benefits our communities as well as the next generation of city managers. Every year the Michigan Local Government Management Association (MLGMA) administers the Local Government Management Fellowship Program. This year, the MLGMA Next Gen Committee will oversee the administration and coordination of this program. I would invite all of you who have the dedication and mindfulness for mentoring to apply to host a fellow in your community in 2016.

The Fellowship Program is a collaborative project in which MLGMA partners with a list of Michigan universities that offer a master's of public administration (MPA) program. Each year, the two fellowships are offered to graduate students at two universities on a rotating cycle. In 2016, the program is offered to Oakland University (OU) and Grand Valley State University (GVSU). The fellowship will start in June and last for 12 weeks until late August. MLGMA contributes \$3,000 and the university matches that amount for each fellow.



### Benefits

The program can offer many great benefits to the host community, including the following:

- Provide freedom for professional staff to pursue more advanced projects
- Assist an organization in applying the latest strategies and techniques in the field
- Increase visibility on college campuses
- Promote community involvement
- Recruit future interns/fellows/employees
- Create awareness of unseen needs
- Give to the community through teaching a future member of the work force

The arrangement is mutually beneficial to the fellow, with benefits including:

- Provide projects that complement academic learning
- Give broad exposure to the organization
- Provide mentoring
- Offer orientation into the profession
- Create a professional network
- Gain real life experience

The fellowship is designed to offer students the training necessary for an entry-level position in local government. In the past, fellows have worked on a variety of projects covering a plethora of topics that face city managers. [Read more.](#)

*Contributed by Aaron Desentz,  
City Manager, Leslie*

## SAVE THE DATE

### MLGMA Summer Workshop



The elegant H Hotel in Midland is the site of the 2016 MLGMA Summer Workshop, which will be held **July 26-29**. Get ready for information-packed sessions designed to meet the needs of local government managers. We're also building in some time for you to informally share with your colleagues and have a little fun. More details will be coming soon.

### Michigan Municipal League Convention



This year's Convention will be held at the Grand Hotel on beautiful Mackinac Island. Mark your calendars for **Sept. 14-16** and plan to join us for an exciting blend of education and networking. You might even find a little time to ride in a horse-drawn carriage, sample some world-class fudge, or just enjoy the amazing scenery. The League is hard at work planning this event, so stay tuned for details.

### MLGMA Professional Development Scholarships

The **MLGMA Scholarship Program** assists members with accessing educational and professional development opportunities. Eligible applicants can apply for assistance covering costs like tuition, travel and boarding, of a wide variety of conferences, institutes and training events. Round one applications are due June 30.

Complete program details and application requirements are available under the Professional Development tab on the **MLGMA website** or contact Nate Geinzer at [ngeinzer@fhgov.org](mailto:ngeinzer@fhgov.org).

### New Resources on Charters & Local Govt. Organization

Are you interested in revising your city charter, or knowing the difference between a weak mayor and council-manager form of government? Check out two new League resources:

- [City Charter Revision](#)
- [Organization of City and Village Government in Michigan](#)

### FOIA Resources

Contributed by  
**The Michigan Municipal League**

The Michigan Municipal League has created a **FOIA Resource Packet** on 2014 changes to Michigan's Freedom of Information Act. The packet contains our One Pager *Plus* Fact Sheet, an article from *The Review* magazine, Summary of the Act, sample procedures/guidelines, two sample fee itemization forms, and the Act with the new amendments. We are also offering a webinar entitled "**Freedom of Information Act (FOIA) Changes.**"

## ICMA Annual Conference

Sept. 25-28, Kansas City, MO



ICMA offers an abundance of educational, information-sharing, and networking tools to help you manage your community in today's complex environment. The tools, tips, information, and resources you pick up at the conference—in addition to the opportunities for professional and personal renewal and networking—are more important than ever. Mark your calendars.

## ICMA Coaching Program: Thrive in Local Government

The [ICMA Coaching Program](#) delivers a suite of services to help you grow and enjoy your career. Services include 6 live webinars per year, digital agendas and archives, 1-1 coaching resources, a Speed Coaching session at the ICMA Annual Conference, career stories of ICMA leaders, and the Career Compass newsletter. All of these services are available without charge to promote professional development at all levels of government. [Visit the ICMA site to learn more.](#)

## Join ICMA's Legacy Leaders Program

ICMA invites credentialed managers to become a "[Legacy Leader](#)" and help enrich the profession by coaching the next generation, supporting their professional development, and encouraging them to belong to ICMA. Credentialed managers who fulfill the commitments each year will belong to the Legacy Leaders in honor of the legacy they bring to the profession every time they advise a young professional about the rewards of life in the local government trenches.

## Zero Graffiti International Road Show

May 25-27, Omaha, NE

Removing illegal graffiti can cost cities thousands or even millions of dollars. This conference brings together a variety of people who deal with such blight to share and learn from each other. [Visit the Zero Graffiti site for more details.](#)

## National League of Cities: Cities Lead 2016



The National League of Cities believes cities' priorities should be at the forefront of the 2016 presidential election. That's why NLC is helping city officials engage directly with the men and women hoping to be the next president of the United States. They have identified three issues that are most important to cities right now: public safety, the economy, and infrastructure investment. To learn more, [visit NLC's Cities Lead 2016 Presidential Election Action Center.](#)

## MEDA's Upcoming Events

The Michigan Economic Developers Association hosts events of interest to local government professionals. Upcoming events include the [Spring Economic Toolbox](#) in Lansing, June 9.

**Nathan Burd** is now the administrator of Wolverine Lake, after serving as director of public services for the city of Reynoldsburg, Ohio. Good luck, Nathan!

**Caroline Kennedy**, former Michigan Municipal League employee, is now the assistant manager/clerk of Elk Rapids. Best of luck, Caroline!

**Nate Geinzer** made a career change from Farmington Hills assistant to the city manager to Brighton city manager. Congratulations on your new position, Nate!

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## *Not yet a member?*

Register to enjoy the benefits of membership in Michigan's premier association of local management professionals.

[www.mlgma.org/membership.html](http://www.mlgma.org/membership.html)

or email [membership@mlgma.org](mailto:membership@mlgma.org)

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**Michigan Local Government Management Association**

A State Affiliate of **ICMA**

**The Michigan Local Government Management Association** is the professional association for local government managers from municipalities, counties, and townships throughout the state of Michigan. The nonprofit organization is the Michigan section of the International City/County Management Association (ICMA), and members follow ICMA's code of ethics. MLGMA is affiliated with the Michigan Municipal League and is in partnership with Alliance for Innovation.