



## e-Brief

An electronic update of news and events from the Canadian Association of Municipal Administrators

March 13, 2006

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### 2006 CAMA Montréal Conference

The 2006 CAMA Conference will be held May 29-31<sup>st</sup>, in Montréal, Québec. The theme of this year's conference is **Worklife Quality**.

The conference will allow you to learn how worklife quality affects employee engagement, organizational performance and financial performance; how changing demographics will affect your workplace; how to measure work-life quality and monitor your progress; how to leverage your existing programs, policies and practices, and; how to design and implement effective work-life quality strategies

A block of rooms has been set aside at a rate of \$205.00/night plus taxes. Please call the Hilton Montréal Bonaventure and reserve your room at 1-800-445-8667, or 1-514-878-2332.

Conference brochures have been mailed out to all members, and is also available on our website. Please complete the registration form and fax it to 506-460-2134, or mail it to:

CAMA National Office  
PO Box 128, Station A  
Fredericton, NB  
E3B 4Y2

At this year's conference, Jim Fisher will be speaking on: *Making Yourself Effective: An Integrated Approach To Leadership*

**Jim Fisher** is Associate Dean at the Joseph L. Rotman School of Management, University of Toronto. Jim graduated from the University of Toronto with a BA in political science and economics and from Harvard University with an MBA. After working with McKinsey & Company, he co-founded The Canada Consulting Group, the country's largest Canadian-owned strategy firm before it merged with The Boston Consulting Group. He joined George Weston Limited in 1986 and served as Executive Vice President of Weston Foods, Chairman and President of William Neilson Limited and President of George Weston North

American Bakeries. Currently he serves on a numbers of boards, including Canadian Tire Corporation, Atlas Cold Storage and the ICD Corporate Governance College. Twice voted "Teacher of the Year" by the second year MBA classes, he teaches leadership, strategy and organization design in the MBA, Executive MBA and Executive Development Programs.

Cette année, conférencier Jim Fisher parlera sur: *Comment devenir efficace : approche intégrée en matière de leadership*

**Jim Fisher** est doyen associé à l'école de gestion Joseph L. Rotman de l'Université de Toronto. M. Fisher est détenteur d'un baccalauréat ès arts spécialisé en sciences politiques et en économie de l'Université de Toronto et d'un MBA de l'Université Harvard. Après avoir travaillé chez McKinsey & Company, il a été cofondateur du Canada Consulting Group, la plus grande entreprise de stratégie au pays appartenant à des intérêts canadiens avant qu'elle ne fusionne avec le Boston Consulting Group. Il a joint George Weston Limited en 1986 et a agi à titre de premier vice-président de Weston Foods, de président de William Neilson Limited et de président des Boulangeries George Weston de l'Amérique du Nord. À l'heure actuelle, il siège à un certain nombre de conseils d'administration tels que celui de la Société Canadian Tire limitée, d'Atlas Cold Storage et de l'École supérieure de régie d'entreprise de l'IAS. Nommé « professeur de l'année » à deux reprises par les étudiants de deuxième année du MBA, il enseigne le leadership, la stratégie et le design organisationnel dans les programmes de MBA, de MBA pour cadres et de perfectionnement des cadres.

**\*Please note:** In error, the date given for the Golf and Walking Tour and Lunch Cruises was misprinted in the conference brochure. This event will be taking place on *Pre-conference Day May 29<sup>th</sup>, 2006, and not May 28<sup>th</sup>*. Sorry for the inconvenience.

For information on the conference, visit our website at: [http://www.camacam.ca/conference\\_2006.asp](http://www.camacam.ca/conference_2006.asp), or email [admin@camacam.ca](mailto:admin@camacam.ca).

## **Board News**

- Board meetings were recently held on March 2<sup>nd</sup> and 3<sup>rd</sup>, 2006, in Bromont, Québec. Following are some important issues that were discussed:
  1. The CAMA Constitution and Bylaws were reviewed with some revisions to be made at the Annual General Meeting.
  2. A sub-committee was put in place to review membership fees.
- Board members also participated on various FCM standing committees and continue to forge stronger working relationships with FCM members and staff.
- The next Board meeting will be held on Sunday May 28<sup>th</sup>, 2006, in Montréal, with the AGM being held on Wednesday May 30<sup>th</sup> in Montréal.

## **Member Profile**



**Gerald D. (Jerry) Berry**  
**City Manager, Nanaimo, British Columbia**

Jerry is currently City Manager in the City of Nanaimo, a position he has held since 1987. Nanaimo is a regional service centre of 80,000 people on Vancouver Island, some 50 kilometres across the Georgia Strait from Vancouver.

Jerry holds a Bachelor's Degree in Science; a Master's Degree in Public

Administration and both a Senior Certificate in Municipal Administration and an Advanced Certificate in Municipal Management from the Province of BC.

Jerry has a particular interest in local government education and has been instrumental in developing and delivering many leading local government education programs throughout his career. He has been a faculty member at numerous Municipal Administration Training Institute (MATI) sessions, and has been a guest faculty member for Capilano College, Malaspina-University College, the Banff School of Management and the University of Victoria. He was the initial chair of the Municipal Finance Authority of BC Len Traboulay Educational Fund Technical Advisory Committee, which administers funding support for educational development and delivery in the field of local government. He is one of the first 5 certified mentors under the Banff School of Management Leadership Coach Program in Canada.

Jerry is a recipient of the BC Local Government Management Association's "**President's Millennium Award**" for his "outstanding contributions to the Association's professional development programs and his ongoing commitment to excellence in local government management in the province of BC".

In June 2002, Jerry was presented with the **Al Brockley Leadership Award** for his outstanding work as a mentor in the provincial Municipal Administration Training Institute (MATI) Programs. The award was sponsored by the North Central Municipal Officers' Association of BC and the Municipal Finance Authority of BC.

During Jerry's tenure as Manager, the City of Nanaimo has won numerous awards; particularly in strategic planning, environmental protection, community participation and innovative use of technology.

Some of the awards include:

- 1997 **Planning Institute of BC Award of Excellence** Winner for "Plan Nanaimo".
- 1999 Gold Medal winner for "**Excellence in the Management of Information and Technology in the Public Sector** - for a decade of achievements that have put the City of Nanaimo at the technological forefront of BC municipalities".
- 1999 **British Columbia Recreation Parks Association, Parks and Open Space Award** for Nanaimo Parkway Multi-use Trailway. **International Northwest Parks and Recreation Association Design of the Year Award** for 2000.
- Millstone Trunk Sanitary Sewer Pipe Bursting Project:
  - **Trenchless Technology Magazine's Project of the Year** for 1999 (Rehabilitation).
  - **Award for Engineering Excellence (Infrastructure Category)** and the **Lieutenant Governor's Award for Engineering Excellence** from the **Consulting Engineers of BC in 2000**.
    - "**No Dig Award**" by the **International Society for Trenchless Technology; London, U.K.** as awarded in Perth, Australia, September 2000.
    - **Canadian Association of Municipal Administrators' 2000 Environmental Award.**
- 2002 **Spirit of Innovation Award** for the development of the first web-based Municipal Election Registration/Results Software Application. Nanaimo was chosen from six finalists at the BC MISA Fall Convention held in Kelowna.
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- 2003 **Foundation for the Future Award** from the Insurance Bureau of Canada for the City's achievements through the design and implementation of an extremely effective and successful Emergency Program.

- 2003 **UBCM Excellence Award: Best Practices – Best Local Government Web Site (Large Community)** for the City’s development and maintenance of its website.
- 2003 **Award of Honour** from the Heritage Society of BC for the City’s Virtual Heritage Walk website.

Jerry’s passion is the outdoors and outdoor sports; including mountain biking, ocean kayaking, sailboat racing, and Nordic skiing. He and his wife Jody have 2 grown children, Christopher and Melissa.

## **Community Leadership/ Literacy Project**

### **Literacy/Essential Skills: The Key to Success**

“The three R’s—reading, ‘riting and ‘rithmetic—are no longer enough. We must add the three C’s—computing, critical thinking and the capacity for change” (Fred Gluck, McKinsey and Co.) We also talk about team work, continuous learning, document use. These essential skills are necessary components to working and living in Canada today. An investment in literacy and essential skills has impacts in our workplaces, homes and communities:

- X **Labour market:** higher earnings; more employment opportunities; greater workplace mobility and adaptability; improved skills
- X **Productivity and competitiveness:** 1% increase in average literacy and numeracy skills would permanently raise the GDP per capita by 1.5%.
- X **Health:** low literacy is linked to increased costs to the health care system. Higher literacy is related to higher life expectancy at birth.
- X **Social Capital:** higher voting participation; more volunteerism; better work relationships; more engaged citizenship.
- X **Safe communities:** Investments in high school completion can cut crime by four times as much as investing in prisons. Inmate education can cut recidivism by 10%.
- X **Inclusive society:** immigrants, Aboriginal Peoples, persons with disabilities, and those who face multiple barriers.
- X **Lifelong Learning:** Literacy and essential skills are the foundation for lifelong learning, at all stages of our lives (children, youth, adults), and in all our life and learning settings (family, workplace and community).

(Adapted from the Literacy and Essential Skills Summer 2005 Roundtable Kit)

The Adult Literacy and Life Skills Survey in 2006 told us that literacy/essential barriers are sidelining many Canadians. This inequality and loss of potential has serious consequences for the workplace, families and communities. The survey found that 4 out of 10 adults did not have the skill level necessary to meet the everyday demands of our information society.

*For more information on the CAMA Municipal Leadership: Investing in Literacy and Learning for the Workplace and the Community Project, please contact Patricia Nutter @ (613) 264-0111 or [pnutter@lincsac.com](mailto:pnutter@lincsac.com)*

*Please note: Deadline for Literacy Award nominations is March 31<sup>st</sup>, 2006.*

## **CAMA Awards Program**

### 2005 CAMA Awards Highlights

Congratulations to the Town of Whistler, British Columbia, on receiving the 2005 CAMA Award for Excellence in the Innovation category for municipalities with a population less than 20,000.

Whistler's Comprehensive Sustainability Plan – *Whistler 2020* – is the vision and strategic plan for Whistler's continued success to the year 2020. The plan is comprised of multiple volumes. Volume 1 consists of a shared vision of what Whistler will look like in a sustainable future, summarized in the vision statement: *Whistler will be the premier mountain resort community – as we move toward sustainability.* While Volume 2 outlines how the RMOW and its partner organizations can achieve this vision through integrated strategies and actions.

*Whistler 2020* is Whistler's highest-level policy document; a long-term community-wide plan that is guided by local values and The Natural Step (TNS) sustainability principles. TNS provides a definition of sustainability and guiding principles for decision-making. In adopting TNS, Whistler has made a commitment to ensure environmental, economic and social issues are considered in an integrated way over the long-term.

In support of *Whistler 2020*, the Resort Municipality of Whistler (RMOW) now applies the TNS "system conditions" to orient decision-making around its sustainability objectives. Specifically, decisions are made in such a way that RMOW will:

1. Eliminate its contribution to systematic increases in concentrations of substances from the earth's crust. (e.g. Scarce minerals, fossil fuels)
2. Eliminate its contribution to systematic increases in concentrations of substances produced by society (e.g. persistent organic pollutants)
3. Eliminate its contribution to systematic physical degradation of natural systems (e.g. over-harvesting, excessive water use, impervious surface)
4. Eliminate its contribution to barriers that are keeping others from meeting their basic needs (e.g. by being efficient, paying fair wages, facilitating learning)

### **Timeframe**

The process to develop *Whistler 2020* was initiated in 2001 and the draft plan was completed in May 2004. RMOW council adopted Volume 1 in December 2004 and the final version of Volume 2 will be presented for Council adoption in the summer of 2005. Implementation of actions resulting from the plan has already begun, as has the alignment of budgeting and other systems and decision-making processes.

### **Processes for Developing and Implementing the Comprehensive Sustainability Plan**

RMOW staff recognized that developing a comprehensive sustainability plan required ownership and ongoing participation from the community. As the highest-level policy document, *Whistler 2020* needed to reflect and be owned by the community and accordingly change community-wide decision making, organizational systems (e.g. budgeting), and plans and actions. To both draw on expertise and build capacity and support, a public engagement process was established in 2002, called "Whistler: Its Our Future". The public engagement process consisted of five phases.

Actions for 2005 were identified in the plan and implementation has already begun. While all strategies are being developed using common TNS sustainability principles, an integration process stage is necessary to identify the targets and actions that overlap between strategies and to prioritize them according to their contribution to Whistler's vision. Actions are being categorized into short, medium and long-term

timeframes and then integrated into the RMOW's Five Year Financial Plan as well as partner business plans.

Input and involvement in *Whistler 2020* has come from a broad group of municipal staff and stakeholders. The RMOW led and coordinated the development of *Whistler 2020* with a team of three individuals. In addition, Council members have been actively involved.

To view the draft Whistler 202 strategies (Volume 2), visit [http://www.whistler.ca/Sustainability/Whistler\\_2020/](http://www.whistler.ca/Sustainability/Whistler_2020/).

### 2006 CAMA Awards

The 2006 CAMA Award Nomination deadline has now passed. The Award Jury thanks all nominees for their applications and response has been excellent.

For more information on CAMA Awards, please visit the website at [www.camacam.ca](http://www.camacam.ca).

### Membership Notes

- The CAMA Winter 2006 Newsletter is now in circulation. It appeared as the centerfold in the latest issue of Forum Magazine, and can also be read online through the CAMA website: <http://www.camacam.ca/downloads/NewsletterWINTER2006.pdf>

*\*Forum is read by more than 30,000 senior municipal decision-makers across Canada. Elected officials and senior staff of FCM Municipal Members and employees of FCM Corporate Partners receive Forum magazine as a benefit of membership, and is also distributed to Members of Canada's Parliament, federal departments, provincial and territorial governments, private companies across North America, provincial/territorial municipal associations, major newspapers and other media, libraries, universities, international municipal organizations, and municipal governments overseas.*

- To have a job posting appear in CAMA's job broadcast, and on our website, the cost is \$100 for members, and \$200 for non-members. For more information, or to have your job listed, please email [admin@camacam.ca](mailto:admin@camacam.ca).
- On behalf of the CAMA Board of Directors, we would like to welcome the newest members to our Association:
  - David J. Putz, City Manager, City of Yorkton, Saskatchewan
  - Hilda Price, Chief Administrative Office, Town of Swan Hills, Alberta

**The next CAMA e-Brief will be issued on Monday, March 27, 2006**

**Look for the next Job Broadcast on Monday, March 20, 2006**

*To have an item included in e-Brief, please contact Alycia Morehouse, at [alycia.morehouse@fredericton.ca](mailto:alycia.morehouse@fredericton.ca).*

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