



e-Brief

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

April 10, 2006

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2006 CAMA Montréal Conference

The 2006 CAMA Conference will be held May 29-31st, 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, **John Yardley** will be speaking on: *Creating High Quality Municipal Workplaces: What Your Employees Are Telling Us*

John Yardley is the Director of Brock University Workplace Health Research Laboratory (WHRL) and currently directs the development, management, and use of a Strategic Human Resource Management database in WHRL. This project includes the development and application of several applied research measurement tools capturing: employee feedback on workplace systems and management elements; health management practices within work organizations; health cost drivers impacting workplace costs and productivity; and workplace and human productivity measures. Since 1982, Dr. John Yardley has developed and organized short training sessions and consulted with a wide range of private and public, professional, and volunteer organizations. Most recently (1999-2005) he has directed WHRL operations that have resulted, to date, in over 120 public and private organizations being surveyed with the an Employee Feedback System surveys (©EFS and ©HWES) using state-of-art web-delivered or scannable surveys, which result in a series of reports, presentations, and action planning sessions with those work organizations.

Cette année, conférencier **John Yardley** parlera sur: *Création de milieux de travail municipaux de qualité supérieure : ce que nous disent vos employés*

John Yardley est directeur du laboratoire de recherche sur la santé en milieu de travail (LRSMT) de l'Université Brock et administre la création, la gestion et l'utilisation d'une base de données sur la gestion stratégique des ressources humaines dans le LRSMT. Ce projet comprend l'élaboration et la mise en application de plusieurs outils de mesure en recherche appliquée permettant d'enregistrer les commentaires des employés sur les systèmes en milieu de travail et les éléments de gestion, les pratiques de gestion de la santé dans les organisations professionnelles, les facteurs de coût en santé qui ont une incidence sur les coûts en milieu de travail et la productivité et les mesures de productivité humaine et en milieu de travail. Depuis 1982, M. Yardley a créé et organisé de brèves séances de formation et a conseillé un nombre important d'organisations privées, publiques, professionnelles et bénévoles. Tout récemment (1999-2005), il a dirigé les activités du LRSMT qui ont permis, à ce jour, de sonder plus de 120 organisations publiques et privées grâce aux enquêtes relatives au système de rétroaction des employés (©EFS et ©HWES).

For information on the conference, visit our website at: http://www.camacam.ca/conference_2006.asp, or email admin@camacam.ca.

Win a Door Prize!!!



Urbana is proud to donate a bench-table as a door prize (retail value \$1,000.00). Urbana specializes in the tertiary processing of aluminum and all our products are made of 100 % aluminum. Urbana will be at the CAMA trade show at booth no. 39 and you are cordially invited to visit them.

Board News

- The next Board meeting will be held on Sunday May 28th, 2006, in Montréal, with the AGM being held on Wednesday May 30th in Montréal.

Member Profile



Wayne Baldwin
Chief Administrative Officer
White Rock, BC

Wayne is CAO in White Rock, a position he has held for 23 years. He will be retiring on July 31, 2006.

Wayne came to the City of White Rock from the District of North Vancouver in 1983, where he was the Deputy Director of Engineering Services. Prior to joining the District, Wayne served in the Canadian Forces. While serving in the Military Engineering Branch of the Forces, his postings included Esquimalt, B.C.; Penhold, Alberta; Toronto, Ont. and Kingston, Ont. He also served in the Combat Engineer Regiment in Chilliwack, B.C. His last position before leaving the Forces in 1979 was Base Engineer in Chilliwack where he held the rank of Major and was responsible for maintaining all the Canadian Forces installations in mainland B.C.

Wayne has a Bachelor's Degree in Applied Science, a Master's in Engineering, and a Master's in Business Administration. He is a registered Professional Engineer in Ontario and B.C.

Under his leadership, between 1988 and 2005, the City of White Rock was the recipient of fifteen provincial and national awards for innovation and excellence in local government. These awards include:

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| • 1988 CAMA Award for Innovation | - | Waterfront Improvement Project |
| • 1990 CAMA Award for Innovation | - | Official Community Plan – Public Process and Participation |
| • 1996 CAMA Willis Award | - | Official Community Plan and Corporate Strategic Plan |
| • 1996 Province of B.C. | - | Award for Excellence in Community Recreation Programming |
| • 1997 CAMA Willis Award | - | Community Policing and Multi-Departmental Participation |
| • 2000 CAMA Education Award | - | Leisure Services Master Plan Report Card |
| • 2003 CAMA Willis Award | - | “Green” Operations Building |
| • 2004 FCM CH ₂ M Hill Sustainable Community Award | - | “Green” Operations Building |

Wayne has been an active member of CAMA since 1984. He served two terms on the Board (a total of 10 years) and was CAMA President in 1990-1991.

Wayne is also well known for his involvement in the community. An active Rotarian, Wayne is a past-president of his club and chaired a society that fundraised, built, and continues to operate a million-dollar Rotary fieldhouse in a local athletic park.

Over the years, Wayne has also been active in the sporting community. He coached youth soccer for 10 years and served on the Soccer Association Executive for most of that time. He has also coached teams in fast pitch, baseball, track and field, and basketball. At present, Wayne is on the Board of the local Hospital Foundation, an organization which annually raises more than four million dollars for the hospital.

Outside of work and community activities, Wayne enjoys spending time with his family, as well as participating in fitness activities, travel, and golf. His goal on the links is to beat Bob Linner, Brian Hamblin, Bryan Horrocks, Simon Farbrother, Jake Turner, or even Barry Carroll--all of whom he maintains have spent entirely too much time on the golf course in the past.

Wayne's wife, Jane, is a teacher. They have three grown children and two grandchildren (so far). He counts himself fortunate that they all live in the same community.

**If you would like to be profiled, or would like to recommend a member for profiling in this section, please contact alycia.morehouse@fredericton.ca, or CAMA at the contact information below.*

Community Leadership/ Literacy Project

Mayors Tell the Tale of Two Cities

Vancouver Mayor Larry Campbell and Moncton Mayor Lorne Mitton spoke about being keen advocates of their workplace education/literacy programs. "Time has only deepened their commitments to the programs as a low risk investment providing healthy returns, both to the workplace and to the greater community." The Vancouver and Moncton programs are custom designed to meet the needs of their employees. They are broad in scope and offerings, while being able to meet individual learner needs.

The Vancouver program focuses on a series of whole language, writing based modules. To quote the program instructor: "We are looking at writing as the way to literacy as opposed to talking about it or lecturing on it." The Moncton program uses basic computer training as the segue to upgrading essential workplace skills. Moncton also offers personal development workshops on topics such as public speaking, parenting, and income tax completion.

Initially both Cities faced criticism from their unions. Unions were wary that the programs could be used as a 'bargaining chip', or they could be used to discriminate against members or reduce jobs. Management was concerned about productivity. With joint union-management planning committees in place, the committees worked diligently to resolve the barriers to the programs. Their efforts have maintained and sustained the workplace education/literacy programs since the 1990's.

(Article adapted from "Canadian CEO: Agendas for Success", Issue 2, ABC Canada Literacy Foundation)

For information on the CAMA Municipal Leadership Project, please contact Patricia Nutter at pnutter@lincsac.com; (613) 264-0111.

CAMA Awards Program

2005 CAMA Awards Highlights

Congratulations to Associate Commissioner Neil Martin, and Senior Management at the City of St. John's for the nomination for the Willis Award for Innovation for municipalities with a population over 20,000. Their project is another excellent example of leadership amongst our membership.

At its Regular meeting of June 11, 2001, St. John's Municipal Council approved the implementation of a Citizen Service Strategy for the City of St. John's, which would be comprised of three integrated service-oriented business functions, i.e.:

1. A fully interactive e-government web portal providing citizens access to a myriad of City services through the City's web site;
2. A common citizen profile database and customer response management (CRM) system to provide a corporate-wide response to individual citizen requests for information and/ or service through a centralized call centre; and
3. One-stop, front counter access via Customer Service Centres to the myriad of the City's programs and services.

This Citizen Service Strategy has been adopted by the City of St. John's in the form of a Citizen Service Centre called "Access St. John's" which has incorporated a "one stop shopping" concept into its mandate to better serve citizens.

In August of 2001, a business plan was prepared which clearly defined the step-by-step action plans which would be implemented during 2002 and 2003 to ensure a full start-up of Access St. John's by late 2003. The targeted implementation dates, which were set in the plan, were met such that by early 2004, all these service delivery channels, i.e. the website, call centre, and front-counter were up and running.

As the concept of Access St. John's and its "one stop shopping" concept has been introduced and then implemented into each of the very diverse departments within City Hall, a strong commitment to service excellence has been adopted.

Directors and managers from the Departments of Public Works and Parks, Engineering, Legal, Building & Property Management, and Corporate Service, have worked diligently with the Access St. John's Service Centre team to ensure accurate information has been compiled for use in the call centre, front counter, and of the City's website. All existing City services have been reviewed for efficiency and accuracy and changes made where necessary. Application forms have been revamped for conformity. In addition, the City's website has been developed and further enhanced to offer a variety of City services, including online inquiries and requests. As well, many local companies were involved with the initial start-up of Access St. John's and have continued to provide support service to ensure uninterrupted service to the citizens of St. John's.

For more information on Access St. John's, please visit the website at www.stjohns.ca/access.

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.

Membership Notes

- 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.
- On behalf of the CAMA Board of Directors, we would like to welcome the newest members to our Association:
 - Robert Abdallah, Directeur Général, Ville de Montréal
 - Jacques Desormeaux, Directeur Général, Ville de Bromont
 - Chris Prosser, Chief Administrative Officer, District of Invermere
 - Roy Hardy, Chief Administrative Officer, Municipality of Thames Creek
 - Jim Woodward, County Manager, County of Athabasca
 - Joan Anderton, Chief Administrative Officer, Town of Richmond Hill
 - Mr. James Thackray, Chief Administrative Officer, Town of Creston, BC
 - Linda Reed, City Administrator, City of Peterborough, ON\
 - Frank Carnevale, CEO, Bridgepoint Group Ltd, Toronto, ON (Affiliate Member)

The next CAMA e-Brief will be issued on Monday, April 24, 2006

Look for the next Job Broadcast on Monday, April 17, 2006

To have an item included in e-Brief, please contact Alycia Morehouse, at alycia.morehouse@fredericton.ca.

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