

# County Administrator's Digest

May 20, 2011

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## **GOLD LEADERSHIP PROGRAM EVALUATION** (Laura Mousseau)

Nearly forty people gathered in the Board Room on Thursday, May 19 to celebrate the graduation of our seventh group of GOLD Standard Leaders. A total of 138 employees have now completed this extensive leadership development program. Department heads, elected officials, managers, and supervisors were on hand to support and recognize our most recent group of graduates. We were honored to have County Commissioner Jane Ruitter attend as well.

Participants and guests were welcomed by HR Director Marie Waalkes. County Administrator Al Vanderberg spoke on the County's ongoing commitment to the development of its employees and the need to provide our workforce with the information and tools they need to help lead the county into the future. Denny Macha, who has worked extensively with our leadership program, provided a general overview of the process. Laura Mousseau, Training & Development Coordinator, shared information on the positive effects the program has had on the organization, as well as plans for continuing the learning. Three of our graduates addressed the group and shared their thoughts on the benefits they have gained from the training.

This group has been meeting regularly since February in 4-hour learning sessions and 1-hour small group discussions exploring topics such as understanding your leadership style, the essentials of leadership, handling conflict among team members, and providing ongoing feedback.

Receiving their GOLD Standard Leader Certificates were: Marie Arnold (District Court), Curtis Bitman (CMH), Don Brookhouse (Fiscal Services), Scott Brovont (Sheriff's Office), Linda Brown (Drain Commissioner), Debra Connell (County Clerk), Brent Converse (Sheriff's Office), Laura Deal (Fiscal Services), Janice Forrest (Probate Court), Barry Kantz (District Court), Patti Krieg (Fiscal Services), Rebecca Long (Public Health), Jane Longstreet (CMH), Matthew Mapes (FOC), Amber Reagan (ROD), Matthew Schmid (FOC), Dawn Slater (Prosecutor's Office), Beth Thomas (Sheriff's Office), Roxanna Yager (Fiscal Services).

Congratulations to our Spring 2011 GOLD Standard Leaders!



**2010-2011 WAGE AND CLASSIFICATION STUDY** (Marie Waalkes, Human Resources Director)

In 2008 – 2009, Ottawa County developed an in-house wage and classification study methodology and designed the tools to conduct ongoing wage studies of county jobs. Initially, ten (10) employees representing all areas of the county were trained as part of the Evaluation Team, and seven (7) employees were selected to comprise the Appeals Team. During the initial study, a total of 286 classifications were reviewed and evaluated involving 716 county employees. In 2010, additional wage study Evaluation Team members were trained to work with existing team members on evaluating and point factoring the jobs in three departments that had not been reviewed in the original study. These Departments include the County Clerk's Office, Prosecutor's Office, and Community Mental Health. New job descriptions were created for all positions in the Prosecutor's Office and Clerk's Office in 2010 and early 2011. A total of 21 job classifications involving 45 employees were evaluated by the Evaluation Team in early 2011, and those results will be published when the Evaluation Team completes evaluating the job classifications for Community Mental Health. Currently staff is revising job descriptions for the Community Mental Health job classifications to be evaluated by the Team. After the job classifications in these departments are evaluated and the results published, employees impacted by the study, will have the opportunity to appeal the results. Following the appeals, a final report will be presented to the Board of Commissioners for approval. We anticipate that this study will be completed by late summer or early fall.

**BOARD DISCRETIONARY SERVICE AND FUNCTION RANKINGS**

The Discretionary Services Ranking is a process developed with Michigan State University three years ago using the MSU Option Finder system. The idea behind the ranking is to have Commissioners rank discretionary spending which is one tool among many that is used during the budget process to develop the recommended budget that goes to Commissioners in September. The other ranking is function of the County and includes mandated and discretionary functions.

[Click here \(discretionary functions\) \(mandated & discretionary functions\)](#) to view the rankings that were recently done at a Board Work Session .

**MAY EMPLOYEE NEWSLETTER** (Shannon Felgner)

On behalf of the Newsletter Editorial Board, please enjoy the May 2011 County Connections link.

(The newsletter is also accessible via the Ottawa County Front Page)

**20<sup>th</sup> CIRCUIT COURT EMPLOYEES REACH MAJOR MILESTONE**

Kevin Bowling, Circuit and Probate Court Administrator, Sandi Metcalf, Juvenile Services Director, and Kelly Aylsworth, Trial Court Director have each completed the prestigious and difficult program to become a Fellow and a Certified Court Executive (CCE) of the Institute for Court Management (ICM) through ICM's Court Executive Development Program. Graduation ceremonies were held at the US Supreme Court in Washington, DC. Please join me in offering hearty "congratulations" to Kevin, Sandi and Kelly on this excellent level of achievement! The press releases for all three are included with this document. Click on the following links to view them: (Kevin Bowling), (Sandi Metcalf) and (Kelly Aylsworth).

### **OTTAWA COUNTY BRA APPROVES ITS FIRST PROJECT** (Mark Knudsen)

The Ottawa County Brownfield Redevelopment Authority (BRA) approved its first Brownfield project yesterday to clean-up a contaminated site in the City of Hudsonville.

The BRA was established by the Ottawa County Board of Commissioners in 2009 in order to assist local units of government in Ottawa County that desire to remediate and redevelop contaminated sites in their community. The County's BRA works only with local units of government that do not have established Authorities of their own.

The project is located at the former Carter Lumber site on Balsam Avenue in Hudsonville City. The BRA Plan was submitted by Cedar Crest Dairy which employs approximately 100 people and distributes milk, ice cream, and other frozen food products across the State. The company is proposing to spend approximately \$1.9 million to redevelop and remediate contaminated soil at the former Carter Lumber site. The redevelopment project will not only allow the site to be cleaned-up, but would also allow Cedar Crest Dairy business to expand their operations. As a result of this expansion, it is projected that 17-20 new jobs will be created in the City of Hudsonville.

The BRA works by capturing the increased taxes that will be generated by the new development at the site. The BRA then uses the increased taxes to repay Cedar Crest Dairy for the clean-up costs they incur when the contaminated site is remediated. Under the BRA agreement, Cedar Crest Dairy can be reimbursed for verified expenses as long as they do not exceed \$66,545. The project is scheduled to commence immediately.

### **BEACH WATER TESTING PRESS RELEASE** (Shannon Felgner)

Below is a copy of the press release which will be sent out after the last Health & Human Services Committee meeting.

#### **Health Department Overhauls Beach Monitoring Program in Ottawa County**

Ottawa County, MI) – While the Ottawa County Health Department will continue to test water for E. coli bacteria at local beaches, health officials will no longer issue advisories based on the results.

“Those familiar with the beach monitoring program in the past may recall advisories being issued throughout the summer. The challenge we faced for many years was the time lapse of at least 24 hours between water sampling and the availability of test results,” commented Shannon Felgner, communications specialist for the Health Department. “The test results were from water collected the prior day, yet we felt a civic responsibility to issue an advisory. Last year, we were able to confirm that surges in E. coli levels are short lived. In almost all cases the advisories were not necessary. We made the best decision with the information we had at the time. Now we have better information and as a result, we are changing our process.”

Research conducted last year found that in 99% of instances, on the day that the advisory was issued, the beach water was actually below the "300 E. coli per 100 milliliters of water" threshold recommended for safe swimming. The test results will continue to be posted online at [www.miottawa.org/beachwatch](http://www.miottawa.org/beachwatch) so beachgoers can make informed decisions about water quality. Residents are urged to be notified of beach water test

results via [Twitter](http://www.twitter.com/miottawabeach) (www.twitter.com/miottawabeach) or [Facebook](http://www.facebook.com/miottawabeachwatch) (www.facebook.com/miottawabeachwatch).

There are several reasons why the Health Department continues to test the water. The vision is to proactively issue advisories much quicker than sampling alone will allow. The Health Department studies the relationships between weather conditions, beach visitors, wildlife, currents, water quality and other factors. Continued testing is a critical component of the research that will lead to predictive models for swimming safety and preventing recreational water illnesses. In addition, the Health Department is testing rapid-result laboratory equipment not yet approved by the Environmental Protection Agency. If pilot testing is successful, future E. coli tests could be completed from sampling to results in just several hours. Both initiatives could improve beach water monitoring programs nationwide.

"No Body Contact Advisories" will continue to be issued in response to sewer overflows or isolated incidents of known contaminants discharged into bodies of water.

### **ASSIGNMENTS? ARE YOU KIDDING?** (Misty Cunningham)

So I have been given this "assignment", to write a Digest Article for AI once a month and I kind of feel like I'm back in College or High School again. You never think of your day to day work as assignments but as soon as something new or out of the ordinary comes along then it makes you think about things. So is this why we were given so much homework that wasn't enjoyable in school? To get us ready for the real world...Either way being more of a "behind the scenes" type of person is more of my forte so this kind of assignment has never been my favorite, but I guess this is how the world turns. We all have to venture out of our comfort zone from time to time and sometimes it takes a little push from others. With that said I would like to tell those of you who do not know me but may have heard my name a little of what I have done as Administrative Assistant for the Ottawa County Administrator's Office.

I have been working here now for a little over two years and have enjoyed my job tremendously. One of the major projects so far has been the Board of Commissioner Packets. Moving from paper to paperless packets was a goal for this office for sometime. We eventually implemented a new process starting at the beginning of 2010. It is still considered a work in progress but I believe we have made some big strides in this area. A couple of the other major projects have been rearranging the Administrator's Office files (which was a huge project), reformatting all of the County policies so they are consistent and a new format for AI's Digest. These are just a few of the many things that I have and do still work on. One of my biggest tasks is probably AI's schedule though; he is a busy man! I'm just happy I'm not the one attending all of those meetings...that's the hard part.

Although this isn't something I enjoy doing and may seem like a small task to many, in the end I thank AI for encouraging me to do things that I wouldn't on my own.

### **GRAND RIVER RAVINES** (John Scholtz)

#### **Grand River Ravines Sneak Preview**

Join Park Staff and Friends of Ottawa County Parks at this recently acquired property to see for yourself why

this property ranked so high on the Parks Commission's priority list for acquisition. The Sneak Preview event will be held from 4 to 8 pm on **Thursday, June 9**. Look for signs to the event on 42<sup>nd</sup> Avenue approximately one-third mile north of Fillmore Street.

### Macatawa Green Space Master Plan



Ottawa County Parks has completed its master planning process for the 122-acre Macatawa Green Space property, site of the former Holland Country Club in the City of Holland. Two public meetings were held to provide information about the park site to neighbors and interested citizens and to get suggestions for potential improvements. A plan was then developed that integrates proposed wetland and stream bank restoration work with new recreation facilities. The conceptual plan (see email link below) incorporates new parking, hiking and cross-country ski trails, a paved greenway trail linking parks and preserves along the greenway corridor, nature and historic interpretation, a nature play area, picnic facilities, and disc golf.

The Parks Commission has budgeted funds for 2011 to construct the first phase of improvements to provide basic access and amenities to the site as well as implement the trail system and disc golf. This construction will occur concurrently with wetland restoration and stream bank stabilization work tentatively scheduled for fall of 2011 with funding from an Environmental Protection Agency (EPA) grant.

Ottawa County Parks was selected to receive a \$646,800 grant from the EPA through its Great Lakes Restoration Initiative (GLRI) grant program to restore wetlands and benefit water quality. The project involves Ottawa County Parks, working with partners, to implement best management practices identified in the Macatawa Watershed Implementation Plan including wetland and stream restoration in the lower riverfront areas within the 122 acre park property.

Partners include the Macatawa Area Coordinating Council (MACC) watershed project and the Outdoor Discovery Center Macatawa Greenway. Plans call for 32 acres of wetland restoration through the grant project which will supplement 21 acres of wetland mitigation funded and constructed by Request Foods in 2010. Both the EPA funded project and the privately funded mitigation project will create wetlands and stabilize stream banks which will reduce non-point source pollutant loading to Lake Macatawa and Lake Michigan and reduce phosphorous levels.

The Macatawa Greenspace property was acquired in March of 2010 for \$450,000. Funding was provided by the county parks millage plus \$70,000 in donated funds raised by the Outdoor Discovery Center Macatawa Greenway Partnership.

Email link to park master plan on parks website:

[http://www.miottawa.org/ParksVI/Parks/pdf/projects/2011/Macatawa\\_River\\_Greenspace.pdf](http://www.miottawa.org/ParksVI/Parks/pdf/projects/2011/Macatawa_River_Greenspace.pdf)

### **SHERIFF'S OFFICE MARINE UNIT ADDS TWO PIECES OF SIGNIFICANT EQUIPMENT** (Sheriff Rosema)



With warm weather finally here and most of our boats in the water, Saturday, May 21st. is our official start of what we consider our boating season. It is once again our goal to promote public awareness and emphasize the importance of water safety in not just boating but all water related activities. The information in the attached two (2) articles describe two pieces of significant equipment that the Sheriff's Office has received through Federal Homeland Security - Port Security Grant Program.

We were fortunate and proud to be able to display the boat at the Great Lakes Homeland Security Conference in Grand Rapids during the first week in May. As of this time it is our plans that

this boat will be stationed in the Grand Haven/Spring Lake area but like all of our resources it will on occasion be utilized in the southern part of the county as well. This vessel is somewhat different from our other boats. As you can see it is equipped with a "fire apparatus" on the front. This is part of the uniqueness of this boat and it is our intentions to work with our local fire departments and utilize their resource's from time to time in it's operation depending on the event or circumstances. Apart from the fire suppression abilities both sides of this vessel fold down (where the word SHERIFF appears on the side) which allows the sides of the vessel to be utilized for a platform for dive, video, and side scan sonar operations. This unique option allows for these various types of operations to take place in a much more practical and safe location rather than off or near the rear of the vessel by the engines (Grand Haven Tribune article)



In addition to the boat we have been able to receive funding for a VideoRay underwater remotely controlled vehicle (Holland Sentinel article). This piece of equipment is a significant enhancement for our Dive Team and will allow for a much more effective way to conduct underwater searches in our area waterway ways as well in some of the water visibility conditions that we experience in throughout the county and on in Lake Michigan We continue to utilize grant opportunities to help fund these enhancements for or Marine Units operations.

#### **[Ottawa County sheriff's dive team gains VideoRay ROV](#)**

Source: [hollandsentinel.com](http://hollandsentinel.com)

#### **[Sheriff's Department gets new firefighting boat](#)**

Source: Grand Haven Tribune

**CONSENSUS REVENUE ESTIMATING CONFERENCE AGREEMENT** (FROM YOUR GCSI TEAM: Nell Kuhnmuench Mike Hawks Steve Young Kirk Profit Ken Cole Bill Zaagman Erik Hingst Adrian Hemond Jim Miller Barb Farrah)

The Consensus Revenue Estimating Conference has adjourned. Included with this document ([click here](#)) please find a copy of the signed consensus agreement.

If there are questions regarding the results of today's conference or their potential budgetary implications, please contact your GCSI executive.

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**CELEBRATING 28 YEARS OF ADVOCACY**

**EMPLOYEE SURVEY PROCESS CONTINUES** (Keith Van Beek)

Quick update on the employee survey. The deadline for submittals passed earlier this week, and we experienced an increase in responses from the last few surveys. The response rates are listed below:

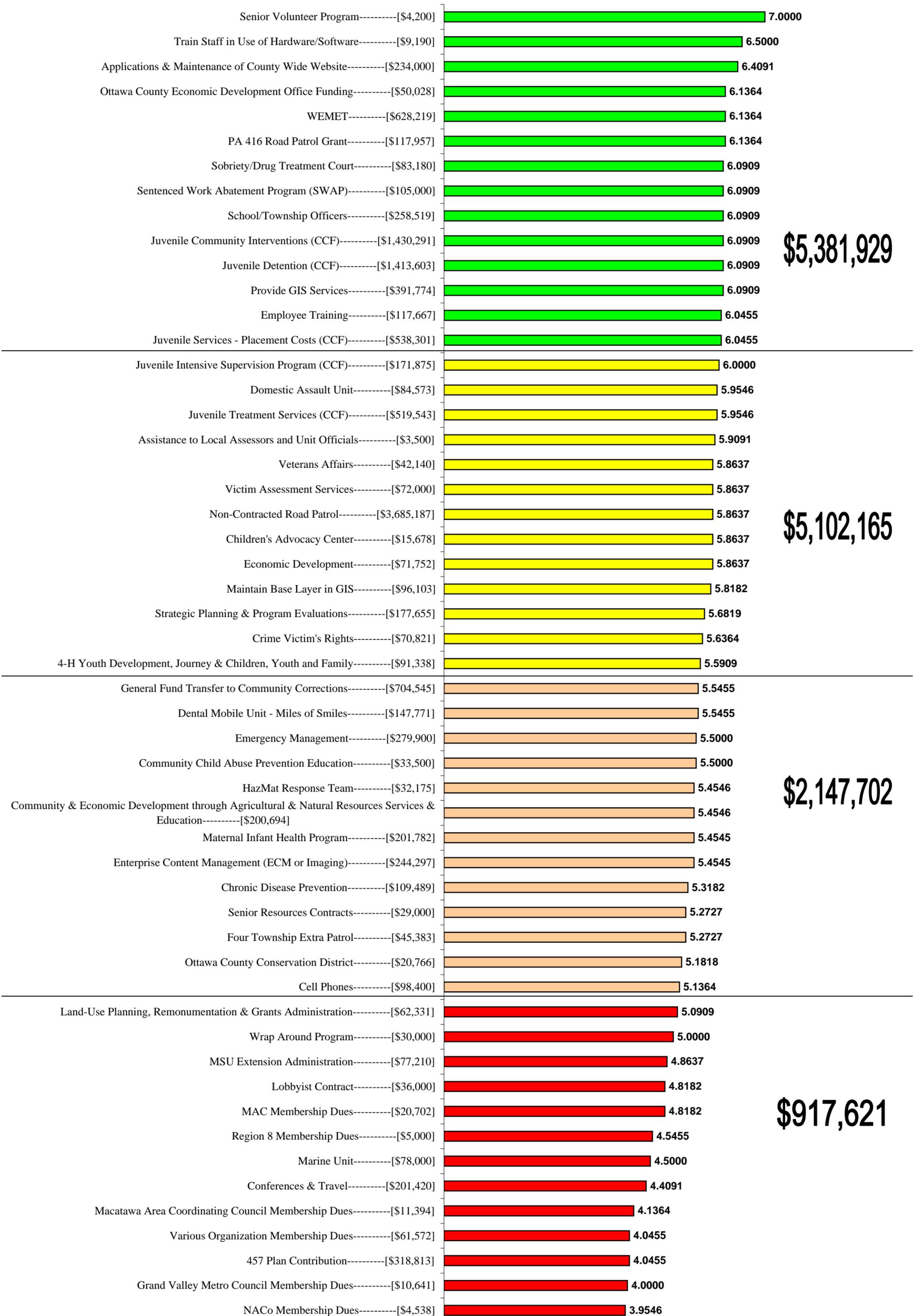
2005 response rate - 69%      2007 response rate - 50%

2009 response rate - 43%      2011 response rate - 64%

The RDA Group will be working in the coming weeks to tabulate the data and will submit a report to the Board of Commissioners in June or July.

**Ottawa County Board Prioritization  
Discretionary Services**

May 2011



**\$5,381,929**

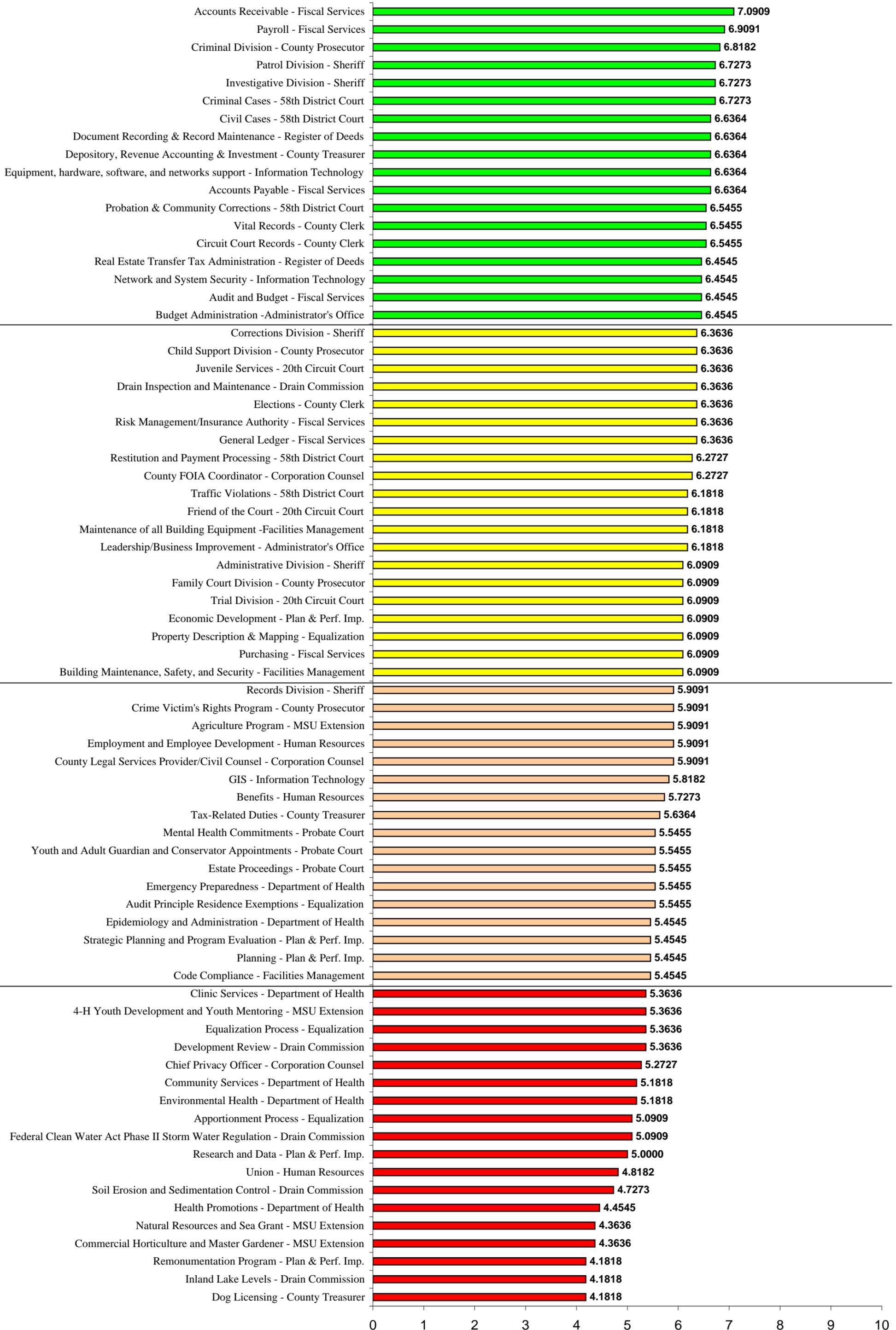
**\$5,102,165**

**\$2,147,702**

**\$917,621**

**Ottawa County Board Prioritization -  
All Functions Ranking**

**May 2011**





# COUNTY CONNECTIONS

## MSU Extension Educator Honored *(By Mary Frein)*

You may have noticed that you cannot drive too far in Ottawa County without coming across a greenhouse or nursery operation. These businesses are a large part of our landscape and a large part of our economy. Many of them have benefited from the expertise and services provided by Ottawa County Michigan State University Extension staff member Thomas A. Dudek, Senior Extension Educator.

As a result of his service to horticultural industries, Tom was one of two Extension educators selected as 2011 Michigan State University (MSU) Distinguished Staff Award recipients. The honor is annually awarded to academic specialists and MSU Extension academic staff members for extraordinary achievement, excellence and exceptional contributions in advising, curriculum development, outreach, extension, research and teaching. It recognizes individuals with careers demonstrating long-term excellence and exceptional contributions to MSU.

*(Continued on page 2)*



## Getting to Know: William L Raymond *(By Penni A. DeWitt)*

Mr. Raymond began as the Executive Director of the Ottawa County Michigan Works!/Community Action Agency in June 2006. In his position he is responsible for the overall leadership of Michigan Works and the Community Action functions in Ottawa County. He oversees a \$15 million budget and 100+

full-time employees (departmental and sub-contracted). Since 2006 he has streamlined operations for more effective services to job seekers and employers. He has also implemented strategic planning in partnership with the Workforce Development Board.

Prior to coming to Ottawa County CAA, he was the Chief Operating Officer of I.N. Network USA, a missions/community development organization dedicated to building the capacity of indigenous organizations and personnel in developing countries. He also headed his own consulting firm for a number of years – FaithWorks Consulting Service, an organization focused on helping congregations, human service organizations and governmental entities build partnerships that develop effective community initiatives and collaboratives in the areas of community development, family support and community outreach. Prior to forming FaithWorks Consulting, he was the Executive Director of Good

Samaritan Ministries in Holland, MI from 1991 – 1998.

Bill holds a Master of Social Work Degree with a focus on Policy, Planning and Administration from Western Michigan University and a Bachelor of Arts Degree in Psychology from Tennessee Temple University. He has over 30 years of experience in human services, ranging from direct work with youth, clinical social work, program administration and agency leadership and administration.

Bill has also been active as a volunteer in a number of community and faith-based organizations and ministries in West Michigan and beyond throughout the years. He has served on the board of the North American Association of Christians in Social Work in Botsford, CT and currently serves on the board of the Communities First Association, a network of faith-based community development organizations throughout the US. Special interests include reading, traveling, personal computing, public speaking, and bicycling – he has biked in most states and provinces in the U.S. and Canada and has completed two cross-country bicycle trips (and met his wife via bicycle touring).

Bill and Fennetta (married since 1984) are parents of two daughters, Alissa, a student at Mott Community College in Flint and Kelly, a graduate of Hope College and currently a graduate student at the University of Michigan. ■

### Newsletter Editorial Board

Sherry Costello Penni DeWitt Shannon Felgner  
Kim Hewitt Laura Mousseau Karen Otto

Thank you for your suggestions for the newsletter. We encourage you to continue submitting them to any Newsletter Board member. Every idea is considered even if it does not appear in a newsletter. The Newsletter Editorial Board reserves the right to edit submissions as needed.

### Inside This Issue

On the Job With...  
Violent Video Gamse  
Kounty Kudos  
More!

## On the Job at Ottawa County with... Kerri Borr

(By Kim Hewitt)



*“Helping to Keep People Warm in Ottawa County.”* Kerri works in the **Weatherization Program** as a Records Processing Clerk for Community Action Agency. She is the support behind the Weatherization Program that has helped nearly 200 families in the last year. Currently, there are 400 families on the waiting list.

The Weatherization Program helps people by giving them information about reducing their heating and/or energy costs and by helping make their homes more energy efficient. This department consists of six people, including an intake specialist, a supervisor, a coordinator, two in-home inspectors and Kerri. Some of the things done through this department include testing refrigerators to make sure that they are effectively using energy; evaluating furnaces for energy efficiency and safety; checking for air leaks in the home; checking for Carbon Monoxide; and evaluating insulation needs.

Kerri helps to organize the records, putting much of the information she receives on several Excel spreadsheets and enters final costs into the agency database. She helps to schedule appointments with clients and orders new refrigerators for those that qualify. Kerri sends reports to several agencies accounting for the various grants and Federal Stimulus money which helps support the program. She also does the coding for accounts payable for CAA invoices. Sometimes, homes that are considered for the program have historical value. Kerri may have to do research on a home and clear it with the State Historical Preservation Office if it is more than 50 years old. She stated that at times she could be tracking the previous owners through the Register of Deeds to see if any well known historical people had lived in the home. In addition, with a case like this, Kerri has to take pictures of all of the other houses on the block.

The Weatherization Program also offers “Energy Education” classes twice monthly in Grand Haven and Holland. It is a requirement for participants in the Weatherization program, but is open to the public as well. Members of the department teach any person who wants to come in how to save money on energy costs. To find out more about weatherization and energy education, go to: [www.miottawa.org/HealthComm/CAA/weatherization.htm](http://www.miottawa.org/HealthComm/CAA/weatherization.htm). ■

## Who We Really Are: Joan Gordillo

Joan started her career with Ottawa County in April of 2002. She works as a probation assistant for the 58<sup>th</sup> District Court Probation Department in Hudsonville. She enjoys reading, gardening, family time, ministry and serving the Lord. She is also involved with 5<sup>th</sup> and 6<sup>th</sup> grade Sunday School classes. She has been married to Leonel for 40 years. They have four children and eight grandchildren together. Joan dedicates a lot of time helping others. After she graduated from college she and her husband served as youth ministers for a year in Bogota, Columbia and South America. In 2001 she quit a church secretary position to serve for 7 months in Honduras with World Hope International. In February of 2011 she served in Honduras for 16 days. This is the fourth independent visit she had done since living there in 2001. Joan and her husband fell in love with the people there and leave a piece of their heart every time they go. Joan’s ministry consists of children’s events, preaching, teaching, pastor’s training and retreats, youth retreats, evangelism, and whatever else the Lord opens the doors for them to do! The 58<sup>th</sup> District Court is honored to have Joan on board and thanks her for her dedication. ■

## MSU Extension, continued from page 1

Tom serves as a Senior District Horticulture and Marketing Educator. Based here in Ottawa County, he provides educational programming on production, marketing and financial issues to over 300 greenhouses and 150 nurseries in West Michigan including approximately 93 greenhouse and 95 nursery operations in Ottawa County. His work involves bringing the latest research from MSU to help horticultural businesses and citizens better their approach to problem solving. With 32 years of experience educating growers on problem solving and providing quality products to consumers, Tom is well respected in the greenhouse and nursery industry.

Dudek’s educational sessions have also proven valuable to farmers’ market managers and vendors at local farmers’ markets. He has conducted workshops for farmers’ market managers and has put together educational packets to assist vendors in selling more of their products at the market. ■



# Ottawa County Has a Story to Tell

(By Keith Van Beek, Assistant County Administrator, Ottawa County)

“The state and local governments have become bloated elephants requiring more and more tax dollars as they have continued to expand.” Sound familiar? This response to a recent survey regarding Governor Snyder’s budget plan seems to capture the prevailing public sentiment of many of our citizens. My own uncle, a retired used car salesman, jokes that I replaced him as the black sheep of the family upon becoming a government administrator. What is our message when confronted with these sentiments?

Government needs a response to these standard beliefs, at least if a particular government unit has a good story to share about being a responsible steward. County government, which is often misunderstood or unknown, needs to be able to tell their story about the services we provide, why those services matter and how we deliver those services well. Ottawa County needs to be able to deliver this “Value for Government” message, and do it well, because the competing narrative described above is dominating the best-seller list.

## We Live in a Different Age

The Information Age has been marked by access to seemingly unlimited information and an ever increasing speed of communication. But many observers note that as more information is made available, the impact of that information means less. In relation to government, it appears that the more information we make available the less our citizens are informed and engaged.

Daniel Pink, in his bestseller [A Whole New Mind](#), argues that we are moving out of the Information Age and into the Conceptual Age. At the risk of greatly simplifying his message (I would strongly recommend his book), Pink suggests that success in this new age relies on adapting to and mastering many new aptitudes including STORY; “When facts become so widely available and instantly accessible, each one becomes less valuable. What begins to matter more is the ability to place these facts in *context* and to deliver them with *emotional impact*.” Madison Avenue has known this truth for years. The going rate for a 30-second commercial for the Super Bowl in 2011 was \$3 million. Why are companies, with an advantage over government in that they sell a tangible product, willing to spend that amount of money? Because it works! Which of you doesn’t remember the Chrysler commercial and tagline “This is What We Do”?

## What is Our Message?

Governments have been great at creating websites that provide information; agendas, minutes and individual department pages replete with descriptions of their work. The engaged citizen can even read Ottawa County’s 516-page budget online! It is no longer enough for us to simply provide the avenue for citizens to access information, we need to increasingly find ways to engage our citizens with information and state our case of why it matters to them.

NACo has responded to this issue with “County Government Works – An Initiative to Raise Awareness and Understanding of Counties” and a specific article in the March 28 County News about how to successfully tell your county story. (You can find this online at [www.naco.org/newsroom/countynews](http://www.naco.org/newsroom/countynews).) Suggested initial steps include crafting a clear, concise and consistent message that you want to communicate. Many of us fail to clearly define what we want to say about who we are. Remember that great advertising campaigns repeat the same messages; “Where’s The Beef?”, “Breakfast of Champions” and “Just Do It”. Each of these campaigns used a consistent slogan to further advertise and convince consumers to buy their product. Counties need to similarly focus on just one singular or a few big-picture messages and how to have departments and employees participate in communicating about the services they provide. Here is where I suggest the response to the current belief on the street, that “citizens get value from their County government”.

## New Methods

Clearly we will not receive a special amount of revenue sharing from Governor Snyder to launch an advertising campaign and replicate his “One Tough Nerd” campaign. In fact, the traditional forms of media (newspaper, radio, local news) are less relevant and reach fewer people than in the past. But social media does offer a low cost and effective means to not only deliver a message, but also engage with citizens about that message.

Ottawa County has adopted a Communications Plan to improve our message to our citizens ([http://www.miottawa.org/CoGov/BOC/pdf/Communication\\_Plan.pdf](http://www.miottawa.org/CoGov/BOC/pdf/Communication_Plan.pdf)). Our ongoing challenge is to move beyond the basic provision of information to an engaging message that is consistent and effectively tells the story of what the County provides. We have begun to utilize

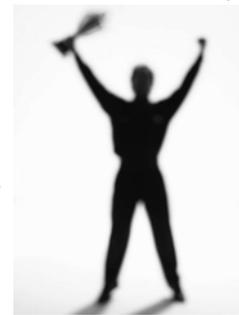
(Continued on page 4)

## Video Games: Ten to Ban from Your Home

Sergeant Valerie Weiss supervises Ottawa County's school resource program. Her experience and training has led to extensive knowledge of the harm video games can have on children. Studies show that violent video game imagery desensitizes youth and is associated with aggressive youth behavior. Too much screen time can also impact youth in other negative ways, such as poor grades and lack of physical activity. Limit screen time and prohibit your adolescent from playing games with extreme violence. Below are ten of the worst offenders among the most popular games:

- Assassin's Creed II
- Borderlands
- Brutal Legend
- Call of Duty: Modern Warfare 2
- Dead Space: Extraction
- Dragon Age: Origins
- Grand Theft Auto IV: The Ballad of Gay Tony
- Demon's Souls
- Left 4 Dead 2
- Grand Theft Auto: Chinatown Wars

## Kounty Kudos



### Retirements:

- Nancy Sherman (Health Department) retired in May after 32 1/2 years of service as a public health nurse. Best wishes to Nancy in her retirement!

### Personal Milestones:

- Mario Isaiah was born to Rachel Sanchez (Register of Deeds Office) on January 3. Mario weighed 7 pounds 12 ounces and was 19 inches long.
- Logan John was born to Sarah (Probate Court) and Jake VanderPloeg on May 6 at 3:45 pm; he weighed exactly 7 pounds and was 20 inches long.
- Adeline Hambley (Health Department) and her husband welcomed baby girl Alice on April 5. She weighed 7 pounds 7 ounces.

*If you wish to see your personal or professional announcement in this column, you must submit it to a newsletter editorial board member. Thanks!*

## More County News is Posted on the Ottawa County Front Page



Check the links there for:

- The Administrator's Digest
- Training Information
- Insurance Updates
- Payroll Enhancements
- Job Postings
- More!

## More Ways to be Green!



**Electronic Waste:** The Ottawa County Health Department is pleased to announce that the Resource Recovery Centers located in

Holland and Grand Haven now accept consumer electronics for recycling. This is available for county residents and is offered at no cost to the county or our residents.

**Phonebook Recycling:** The Health Department is offering their annual phonebook recycling event during the month of June. A container will be at the Holland offices of the Health Department located at 12251 James St. The container will be self serve and available from June 1<sup>st</sup> – June 30<sup>th</sup>. For more information please contact Matt Allen at 616-494-5569.

## Story, continued from page 3

Facebook, blogs and community alerts to interact with citizens in new ways. These methods should be embraced as a means to share our story. While concerns about faceless bloggers and privacy have slowed many from experimenting with these new methods of communication, a good set of policies and procedures can mitigate those concerns.

### Does Not Dismiss Facts

Notice that the author Pink does not indicate that facts do not matter, but only that we need to find a new way to present our facts in a more meaningful and memorable way. So the ongoing push to develop effective performance measures, dashboards, best practices and the traditional statistics and data government produces does not go away. Remember, STORY suggests placing these facts within a context and an overall message that connects to our citizens.

So be creative in telling your story. Share the message about the services Ottawa County provides and how it impacts lives. Include data about how little these services cost in property tax dollars. Include your employees in your messaging, providing them with the talking points and corresponding data that demonstrates the value of county government. While I may still be the black sheep of my family, I will tell my uncle that he doesn't get a lemon from his county government. *(This article was submitted for the Michigan Association of Counties newsletter.)*



**Contacts:** Lorri Montgomery  
Director of Communications and Public Relations  
The National Center for State Courts  
757.259.1525

## Court Administrator becomes Fellow of Institute for Court Management

**Williamsburg, VA** – (May 13, 2011) Kevin J. Bowling J.D., Circuit Court Administrator with the 20th Judicial Circuit and Ottawa County Probate Courts in West Olive, Michigan, became a Fellow and a Certified Court Executive (CCE) of the Institute for Court Management (ICM) having successfully completed the rigorous requirements of ICM's Court Executive Development Program (CEDP). Bowling and 23 other court professionals from around the United States took part in graduation ceremonies conducted at the Supreme Court in Washington, D.C. General William K. Suter, Clerk of the Supreme Court of the United States welcomed and addressed the graduates.

The Court Executive Development Program is the only program of its kind in the United States. This professional certification program was established more than 30 years ago, in part, by Chief Justice of the United States Warren E. Burger in his call for improving the management of state court administration. The intensive four-phase educational program better prepares court professionals for management and leadership positions. Since the first class of CEDP graduates in 1970, more than 1,150 court professionals in 48 states, the District of Columbia, Guam and 12 foreign countries have become Fellows.

Individuals enrolled in the CEDP must successfully complete four phases of coursework including:

- Phase I requires participants to take five in-depth courses that cover topics of court performance standards, caseload management, human resources, fiscal management, and technology management.
- Phase II begins with a three-month distance learning component intended to prepare participants with preliminary research skills. Following this initial stage, participants attend the three-week full-time course at The National Center's headquarters in Williamsburg, Va. While in Williamsburg, participants engage in a range of discussions designed to sharpen their conceptual and interpersonal skills and learn leadership and management theory as it applies to court management.
- Phase III requires participants to prepare a master's-level research paper that relates to evaluating and implementing a key court activity in their home jurisdiction.
- In Phase IV, participants develop and clearly articulate the results of their research before a respected panel and their classmates.

The National Center for State Courts, founded by Chief Justice Warren E. Burger in 1971, is a nonprofit organization dedicated to improving the administration of justice by providing leadership, research, technology, education and training to the state courts.

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**Contacts:** **Lorri Montgomery**  
**Director of Communications and Public Relations**  
**The National Center for State Courts**  
**757.259.1525**

## **Director of Juvenile Services becomes Fellow of Institute for Court Management**

**Williamsburg, VA** – (May 13, 2011) Sandra K. Metcalf, M.S., Director of Juvenile Services with the 20th Judicial Circuit Court in West Olive, Michigan, became a Fellow and a Certified Court Executive (CCE) of the Institute for Court Management (ICM) having successfully completed the rigorous requirements of ICM's Court Executive Development Program (CEDP). Metcalf and 23 other court professionals from around the United States took part in graduation ceremonies conducted at the Supreme Court in Washington, D.C. General William K. Suter, Clerk of the Supreme Court of the United States welcomed and addressed the graduates.

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###



**Contacts:**                    **Lorri Montgomery**  
                                      **Director of Communications and Public Relations**  
                                      **The National Center for State Courts**  
                                      **757.259.1525**

## **Trial Court Director becomes Fellow of Institute for Court Management**

**Williamsburg, VA** – (May 13, 2011) Kelly Aylsworth, Trial Court Director with the 20th Circuit Court in Grand Haven, Michigan, became a Fellow and a Certified Court Executive (CCE) of the Institute for Court Management (ICM) having successfully completed the rigorous requirements of ICM's Court Executive Development Program (CEDP). Aylsworth and 23 other court professionals from around the United States took part in graduation ceremonies conducted at the Supreme Court in Washington, D.C. General William K. Suter, Clerk of the Supreme Court of the United States welcomed and addressed the graduates.

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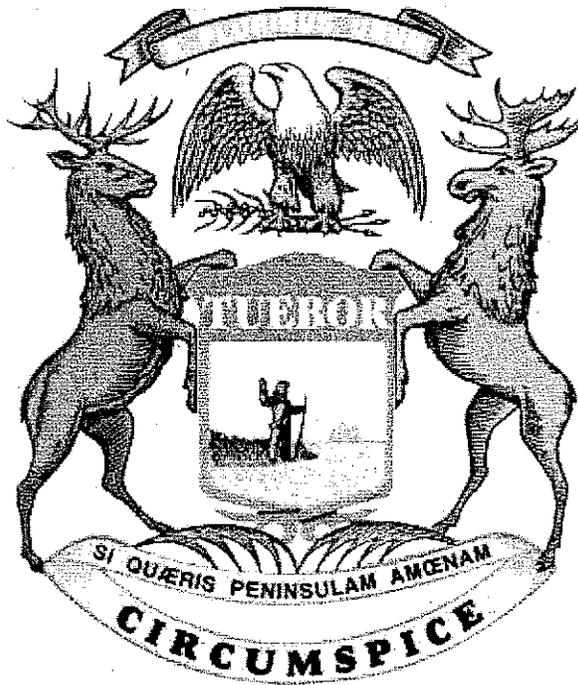
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**Consensus Revenue Agreement  
Executive Summary  
May 16, 2011**

**Economic and Revenue Forecasts  
Fiscal Years 2011, 2012 and 2013**



**Principals**

**Ellen Jeffries, Director  
Senate Fiscal Agency**

**Mitch Bean, Director  
House Fiscal Agency**

**Andy Dillon, State Treasurer  
Michigan Department of Treasury**

**Staff**

**David Zin  
Senate Fiscal Agency**

**Rebecca Ross  
House Fiscal Agency**

**Jay Wortley  
Michigan Department of Treasury**

**Table 1**  
**Consensus Economic Forecast**

May 2011

	Calendar 2010 Actual	Percent Change from Prior Year	Calendar 2011 Forecast	Percent Change from Prior Year	Calendar 2012 Forecast	Percent Change from Prior Year	Calendar 2013 Forecast	Percent Change from Prior Year
<b>United States</b>								
Real Gross Domestic Product (Billions of Chained 2005 Dollars)	\$13,248	2.9%	\$13,579	2.5%	\$13,973	2.9%	\$14,406	3.1%
Implicit Price Deflator GDP (2005 = 100)	110.7	1.0%	112.5	1.6%	114.4	1.7%	116.6	1.9%
Consumer Price Index (1982-84 = 100)	218.1	1.6%	224.8	3.1%	229.5	2.1%	234.1	2.0%
Consumer Price Index - Fiscal Year (1982-84 = 100)	217.4	1.7%	222.8	2.5%	228.4	2.5%	232.7	1.9%
Personal Consumption Deflator (2005 = 100)	111.1	1.7%	113.7	2.3%	115.7	1.8%	117.7	1.7%
3-month Treasury Bills Interest Rate (percent)	0.1		0.1		0.3		0.7	
Aaa Corporate Bonds Interest Rate (percent)	4.9		5.0		5.0		5.0	
Unemployment Rate - Civilian (percent)	9.6		9.0		8.8		8.3	
Wage and Salary Employment (millions)	129.818	-0.8%	131.120	1.0%	133.350	1.7%	135.750	1.8%
Housing Starts (millions of starts)	0.585	5.6%	0.625	6.8%	0.865	38.4%	1.106	27.9%
Light Vehicle Sales (millions of units)	11.5	10.6%	13.0	13.0%	14.6	12.3%	15.2	4.1%
Passenger Car Sales (millions of units)	5.7	3.6%	6.7	17.5%	7.5	11.9%	7.7	2.7%
Light Truck Sales (millions of units)	5.8	18.4%	6.3	8.6%	7.1	12.7%	7.5	5.6%
Big 3 Share of Light Vehicles (percent)	44.2		45.6		45.0		45.0	
<b>Michigan</b>								
Wage and Salary Employment (thousands)	3,861	-0.3%	3,927	1.7%	3,966	1.0%	4,014	1.2%
Unemployment Rate (percent)	12.5		10.2		9.8		9.5	
Personal Income (millions of dollars)	\$351,830	2.8%	\$369,070	4.9%	\$379,773	2.9%	\$396,483	4.4%
Real Personal Income (millions of 1982-84 dollars)	\$171,553	2.0%	\$174,915	2.0%	\$176,638	1.0%	\$180,960	2.4%
Wages and Salaries (millions of dollars)	\$174,256	2.1%	\$182,446	4.7%	\$188,467	3.3%	\$195,440	3.7%
Detroit Consumer Price Index (1982-84 = 100)	205.1	0.8%	211.0	2.9%	215.0	1.9%	219.1	1.9%

Table 3  
**May 2011 Consensus Forecast With Tax Plan Impact**  
 (millions)

	FY 2011				FY 2012				FY 2013			
	May 2011 Consensus	May 2011 Consensus Before Tax Plan	May 2011 Tax Plan	May 2011 Consensus After Tax Plan	Change From January	May 2011 Consensus Before Tax Plan	May 2011 Tax Plan	May 2011 Consensus After Tax Plan	Change From January	May 2011 Consensus Before Tax Plan	May 2011 Tax Plan	May 2011 Consensus After Tax Plan
<b>Net GF-GP Revenue</b>	\$7,524.1	\$7,651.0	\$154.7	\$7,805.7	\$511.6	\$7,517.2	\$7,805.7	\$7,805.7	\$511.6	\$7,517.2	\$438.0	\$7,955.2
Growth	10.9%	1.7%		3.7%		-1.7%				-1.7%		1.9%
<b>Net SAF Revenue</b>	\$11,111.5	\$11,335.3	(\$689.9)	\$10,645.4	(\$548.3)	\$11,626.4	\$10,645.4	\$10,645.4	(\$548.3)	\$11,626.4	(\$662.1)	\$10,964.3
Growth	2.7%	2.0%		-4.2%		2.6%				2.6%		3.0%
<b>Combined GF-GP/SAF</b>	\$18,635.6	\$18,986.3	(\$535.2)	\$18,451.1	(\$36.7)	\$19,143.6	\$18,451.1	\$18,451.1	(\$36.7)	\$19,143.6	(\$224.0)	\$18,919.6
Growth	5.9%	1.9%		-1.0%		0.8%				0.8%		2.5%

1) Excludes \$25 million cost to implement the tax changes.

Prepared By: Office of Revenue and Tax Analysis, Michigan Department of Treasury

Updated: 5/16/2011

Printed 5/16/2011

