

COUNTY CONNECTIONS

The Newsletter of the
Virginia Association of Counties

April 1, 2009



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VACo to move its headquarters during the week of April 13



VACo says goodbye to the Old City Hall Building in Richmond after 24 years. VACo was the first tenant in the building when it reopened in 1985.

VACo staff is very busy these days. Besides our usual business, we're also packing for our move to 1207 E. Main St. in Richmond.

We're very excited about our new building that will be certified by the Leadership in Energy and Environmental Design.

Executive director Jim Campbell accomplished several objectives with the new headquarters--restore history, create a modern office environment and conform to environmental standards.

We will have a communications blackout from April 10-14. If you call the main number and nobody answers, don't be alarmed. It's just us moving. Some of us will have access to e-mail during this time and will reply to your communications.

If you're ever in town, please pay us a visit. We'll be happy to give you the 50-cent tour.

VDOT to conduct training on secondary street requirements

Ted McCormack
tmccormack@vaco.org



On Feb. 19, the Commonwealth Transportation Board approved new Secondary Street Acceptance Regulations (SSAR). These new requirements represent a significant change in the Commonwealth's policies on the acceptance of secondary streets for state maintenance.

The new regulations became effective on March 9 and will be published in the March 30 edition of The Virginia Register. The effective date of these new rules is July.

A copy of the new regulations and additional information and documents about the SSAR are available at this location: www.virginiadot.org/projects/ssar/default.asp.

The SSAR contains a transition period from March 9 to July 1, during

which the development community, county personnel, and VDOT staff can become familiar with the contents and implementation of the regulations.

Plans and plats initially submitted to the local government and VDOT, after June 30, must comply with the requirements of the SSAR.

As part of this transition period, VDOT has planned regional sessions to take place during the month of April.

During these sessions, VDOT staff will instruct participants in the requirements, standards, and calculations related to the SSAR.

A copy of the dates, times and locations of the regional sessions are available at this Internet address www.virginiadot.org/projects/resources/SSAR.Info.Mtgs.04.09.ad.pdf.

American Recovery and Reinvestment Act

Visit VACo's ARRA Web page often because we update it almost daily with important news, information and deadlines. Members will find a link to the ARRA page from www.vaco.org.

The site is divided into different categories so members can easily locate information without having to sift through other news that does not apply.

Also, every Friday VACo sends an e-mail that reviews all the news and posts for the past week. This e-mail helps members stay current and catch up on anything they may have missed. It is separated into categories so members can quickly find information.

Of course, if there's a pressing deadline or an important issue, we will not hesitate to send out a Capitol Contact, Federal Stimulus Contact or e-mail.

VACo hosts successful energy forum in Danville



According to Dr. Craig Nessler of Virginia Tech's College of Agriculture and Life Sciences, someday soon there will be a network of small, decentralized "biorefineries across the forests and fields of Southwest and Southside Virginia."

The renewable, non-carbon emitting fuels processed in these refineries will replace two thirds of the gasoline and more than 90 percent of the diesel consumed in the 34 counties located in those regions of the state. The fuel will be made from such feedstocks as switchgrass and wood waste.

This enticing portrait of a brave new world of fuel production was presented on March 24 at the Local Government Officials Energy Forum at Danville's Institute for Advanced Learning and Research.

The event was coordinated by the Virginia Association of Counties in cooperation with the Virginia Tobacco Indemnification and Community Revitalization Commission.

Dr. Nessler was joined by eight other presenters representing state agencies, local governments, and private industry.

The purpose of the Forum was to provide information to local officials about major innovations in energy production and conservation. With the sudden availability of funds within the next few months to local governments from the American Recovery and Reinvestment Act (ARRA), the Forum provided an opportunity for Al Christopher, recently named as the new Director of the Energy Division of the Department of Mines, Minerals and Energy, to update attendees about such issues at Energy Efficiency Block Grants.

Ridge Schuyler, District Director for Congressman Tom Perriello provided an update on relevant congressional activities. Ken Cronin, Roanoke City's Director of General Services and Sustainability, provided many tips on innovative energy conservation practices.

Dominion's Managing Director of Corporate Public Policy, William L. Murray, spoke about many of the major challenges that will face his company in the future as it works to provide electricity to consumers while minimizing costs and pollution.

Chief among these challenges will be Virginia's growing demand for electricity, estimated to grow by 20 percent for residential use and 38 percent for commercial use by 2020.

Allen French, president of Chesapeake Custom Chemical Corporation in Roanoke, talked about the challenges of producing and distributing new forms of biodiesel; and Willy Thompson, Senior Planner from Rockingham County, made a presentation about his county's new ordinance regulating the installation of wind turbines.

All power point presentations made at the Forum are available on the front page of www.vaco.org.

A special word of thanks must be extended to the Virginia Tobacco Indemnification and Community Revitalization Commission which provided the financial support to make the event possible.

Additional questions about the Forum should be directed to Larry Land, VACo staff.

VACo Notes

It's that time of year

Applications for the 2009 Achievement Awards Program are available now at www.vaco.org. County administrators will receive the application form by mail.

Any county department is eligible to apply! Check out page 11 for this year's application.

Award plaques will be presented at VACo's Annual Business Meeting on Nov. 10 in Bath County.

The winning entries will be recognized on the VACo Web site and in a news release sent to statewide media outlets.

The competition is divided into five population categories so that projects compete with other localities of comparable size. There are 10 program categories. Entries must be postmarked by June 1.

The judges for the 2009 event are Katherine Hanley, secretary of the Commonwealth and former chairman of the Fairfax County Board of Supervisors; Elmer Hodge, former Roanoke County administrator; and Tedd Povar, associate director, Virginia Institute of Government.

VACo received 34 entries last year and recognized 12 winners. For the first time ever, no county won multiple awards. The 12 winners were from 12 different counties.

Also several environmental-based projects were submitted in 2008, prompting judges to create a new category.

"This is more than just an awards program," said James Campbell, VACo executive director. "Projects represent the very best in innovative ideas that have produced positive results. An added benefit is that the programs can be replicated throughout the state and the country."

Henrico names McLaren executive director of economic development authority

The Henrico County Economic Development Authority recently announced the selection of Gary R. McLaren as its executive director, effective April 20.

McLaren has more than 30 years of economic development experience, and is presently deputy director of the Virginia Economic Development Partnership (VEDP), a position he has held since February 2003. McLaren, who was chosen following a comprehensive nationwide search, succeeds Frederick T. Agostino, who retired from the position in December.

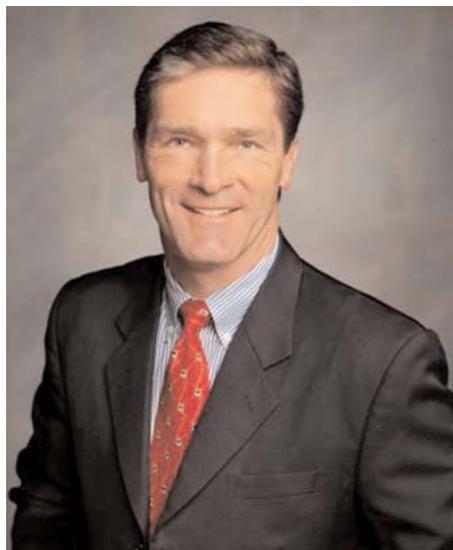
“Gary brings a rich background in economic development at many levels,” said Stephanie T. Ford, Henrico County EDA chair. “He has a passion for attracting new business and jobs to our area and knows the importance of our commitment to retaining business in our county.”

As executive director, McLaren will lead the effort to identify and recruit new business to Henrico while also promoting the retention and expansion of the county’s existing corporate and industrial base. The EDA has a staff of six and a fiscal year 2009 budget of just over \$13 million.

“Gary McLaren has been a key player in Virginia’s economic development efforts for more than two decades, and we look forward to his leadership here in Henrico,” said County Manager Virgil R. Hazelett, P.E.

McLaren began his career with the South Carolina State Development Board, where he served from 1978-82. In 1985, he became executive director of the Florence County (S.C.) Industrial Development Commission, and in 1988 became director of the Chesterfield County Department of Economic Development.

In 1999, he was named director of the business development division of the Virginia Economic Development Partnership, a position he held until his promotion to VEDP’s deputy director. In that capacity, he managed the



McLaren starts his new post on April 20 after 10 years with the Virginia Economic Development Partnership.

Commonwealth’s domestic and international marketing staff.

“I’m pleased the Henrico County’s EDA has asked me to lead its economic development program,” McLaren said. “Henrico enjoys a wonderful reputation as a great place to live and work, and I’m grateful for the opportunity to work in such a quality, well-governed community. My 10-year tenure with the Virginia Economic Development Partnership was a wonderful experience, but I’m excited about returning to the local level and the direct interface with corporate and community leaders.”

A graduate of the University of South Carolina’s College of Business Administration, with a B.S. in marketing, McLaren also attended the University of Oklahoma’s Economic Development Institute. He is a graduate of the American Economic Development Council’s three-year continuing education program.

Henrico County is home to several Fortune 500 and Fortune 1000 businesses and is one of only 20 counties nationwide to receive the triple-A bond designation from the nation’s leading bond-rating agencies.

Gov. Kaine declares April as ‘Virginia Green Travel Month’



With Virginia marking the 40th anniversary of the “Virginia is for Lovers” marketing campaign and environmentalists the world over looking forward to Earth Day 2009, Gov. Timothy M. Kaine declared April as “Virginia Green Travel Month.”

Highlighting the Virginia Tourism Corporation’s work encouraging improved energy practices, Gov. Kaine also challenged the Virginia tourism industry to recruit 40 new partners for certification through its “Virginia Green” program as a green destination.

As part of Virginia Green Travel Month, the state tourism office will highlight green travel packages, green getaways and spotlight Virginia Green travel options statewide.

“Virginia Green helps preserve and protect Virginia’s natural environment, which is one of our greatest tourism attractions,” Gov.Kaine said. “It also helps support our economy, as research shows that travelers who are passionate about protecting the environment are more willing to patron businesses that are working to reduce their environmental impact.”

Virginia Green is a statewide partnership between the Virginia Tourism Corporation, Virginia Department of Environmental Quality and the Virginia Hospitality and Travel Association.

DEQ awards Virginia Green certification to tourism businesses that commit to waste-reducing activities such as recycling, optional linen service, water and energy conservation, green cleaning, purchasing eco-friendly products and other steps that help reduce harmful environmental effects.

Introducing a new associate member



Measurement & Evaluation Services for the Government Sector

Enhancing Performance by Improving Effectiveness and Efficiency

Challenges Aboard

Rising fiscal pressure in conjunction with growing community service needs and compliance obligations will result in even greater attention on program performance, informed resource allocation, and accountability. In addition, the President's economic stimulus package requires a historic level of transparency, oversight and accountability to help guarantee taxpayer dollars are spent wisely and Americans can see the results of their investment.

Federal, state, and local government managers are being tasked with tracking progress against desired outcomes and enhancing program benefits. Local governments, counties, and agencies will need to be prepared to show their constituents:

- Tracking measures to provide accountability and transparency,
- How stimulus and other funds are spent,
- The net result of receiving and utilizing public funds (i.e. jobs, tax payer savings, etc).

Further, public notification of funding must include a description and purpose of the investment, the total cost and why the activity should be funded. Public officials who make funding decisions must personally certify that investments have been fully vetted and reflect appropriate use of taxpayer dollars.

Specifically, in Virginia, Gov. Timothy M. Kaine has created a working group headed by Chief of Staff Wayne Turnage to evaluate and appropriately route submitted projects. In many instances funds are distributed through existing formulas to programs with proven track records.

The Solution

Accountability must be demonstrated through the presentation of reliable and relevant data. This requires a comprehensive system to collect, analyze, and communicate information that is credible and meaningful.

When performance benchmarks are identified, and measurement systems are established, there is a greater likelihood that program goals will be reached. As an objective third party, TSI professionals have strong experience and competency in working with federal, state, and local government personnel to quantify program success factors, track performance, and identify the areas where effectiveness and efficiency can be improved.

We have partnered with agencies such as: the Supreme Court of Virginia, the Virginia Economic Development Partnership (VEDP), Department of Environmental Quality, Department of Defense, Inspector General's Office of the US Navy, and Homeland Security.

In our work with Hanover County, TSI professionals developed a human services strategic plan through the utilization of document reviews, meeting facilitation, interviews, and data integration services. Our work with the County encompassed the Health, Education, Mental Health, Social Services, Juvenile Justice, Community Corrections, and Cooperative Extension departments.

TSI also provides third party accountability through process improvement, measurement and evaluation to track results against goals, and communication to stakeholders. To evaluate the Virginia Economic

Development Partnership's Valet Program, TSI staff conducted a review of program documentation and participant data and accomplished interviews of trade managers to assess participant recruitment and referral processes.

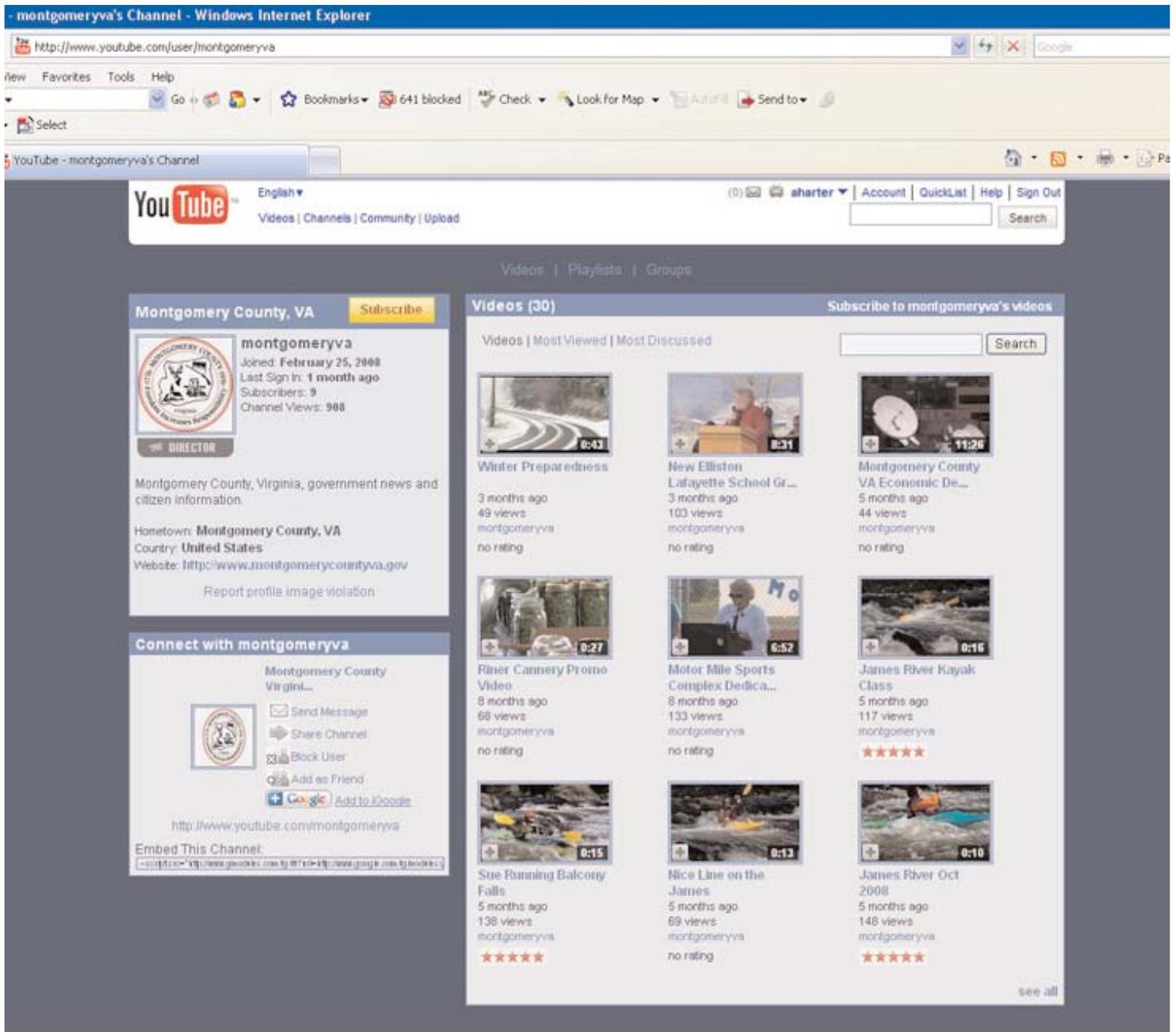
Elements of Our Approach

- TSI is committed to helping stewards of public funds understand the value of measurement and improve performance using our N.I.M.B.L.E. approach. We create effective measurement strategies through:
- Navigating a plan and setting the course
 - Including all players in the value chain
 - Magnifying issues to clarify priorities
 - Building tools that capture meaningful information
 - Learning through data collection and analyses
 - Evaluation of all findings to guide decision-making and future planning

We invite you to learn more about Transformation Systems, Inc. by visiting www.transformationsystems.com. To receive your copy of the NIMBLE e-newsletter filled with practical application of measurement and evaluation, send an e-mail to tw@transformationsystems.com or call **Trina Willard** at 804-370-4095.

Sources:

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You, too, can YouTube



When Ruth Richey accepted the public information director position with Montgomery County two Februarys ago, one of her first priorities was to modernize the locality's communications program.

"I was really interested in expanding our efforts with the use of video," said Richey, who served as VACo's director of communications

from 1996-2004. "Our audience is changing. We can't just send out press releases anymore."

That realization and the desire to incorporate moving pictures directed her attention to YouTube, the video sharing Web site where users can upload and view clips. YouTube's content includes movie and TV bites, music videos, sports highlights as well as amateur contributions such as video blogging and short original productions. Professional news organizations like

CBS and BBC also post their materials on the Web site.

Montgomery County became one of the first localities in the Commonwealth to establish a channel on YouTube at www.youtube.com/montgomeryva. Channels allow a group or individual to organize their material in one accessible location. Channels also encourage browsers to become

Mark Your Calendars

For more information on Mark Your Calendars listings, visit www.vaco.org

**Bio-energy
Opportunities,
Challenges and
Connections**

**April 10
George Mason University
Prince William Campus**



Consider attending this conference if you are interested in understanding alternative energy sources possible in Virginia's north. The conference will increase understanding of technologies and provide a forum to explore potential opportunities.

**2009 Virginia
Tourism Summit**

**April 20-22
Wintergreen Resort
Hosted by Nelson County**



Industry leaders from the state's destination marketing organizations, hotels, resorts, attractions, restaurants and retail outlets meet to learn about issues and current events facing the travel industry.

Registration fee includes two breakfasts, two lunches, two receptions and dinners, and all workshops. A separate per person registration fee applies to the Field Study. Attendees are welcome to bring their families to Wintergreen Resort.

**VACSB
Development and
Training
Conference**

**May 4-5
Sheraton Richmond West Hotel**



This 2-day conference is designed for CSB/BHA board members and staff, consumers and providers in leadership, research, clinical treatment, education, and service delivery fields related to mental health, intellectual disabilities, and substance use disorders.

**Virginia Forum
on Age Wave
Planning**

**May 20
Piedmont Virginia
Community College
Charlottesville**



There aren't many social crises you can see bearing down on you five to 15 years before they arrive, but the age wave is one of them.

We know that the over-65 population will double in Virginia to 1.8 million citizens by 2030, and we know that Baby Boomers have very different expectations of aging than members of the Silent Generation do.

We also know that many local governments and community services organizations aren't prepared for what's coming.

Acting on the premise that being forewarned is being forearmed, the Older Dominion Partnership is partnering with other aging-related groups to host the "Virginia Forum on Age Wave Planning," on May 20, at Piedmont Virginia Community College in Charlottesville.

The elderly have many special needs. Their transportation options are curtailed. They have complex medical issues. They often have difficulty living independently, and they suffer disproportionately from a lack of social interaction.

While the number of elderly in Virginia will swell as Baby Boomers advance in age, the number of trained caretakers will shrink as Boomers in the workforce are replaced by the smaller Generation X.

The forum is designed to educate elected officials, municipal administrators, regional planners, local foundations, United Ways, Chambers of Commerce and other leading civic groups.

Wise fills important county positions

The Wise County Board of Supervisors is extremely proud and pleased to announce that key county leadership and management positions have been filled.



The Wise County Board of Supervisors, after careful deliberation, has determined that the best interest of the citizens will be served by the selection of a county administrator knowledgeable and familiar with Wise County and its citizens, and has chosen to promote interim county administrator Shannon Scott to the position of county administrator.

Further, the Board has determined that a restructuring and sharing of county administrative responsibilities is timely and that Karen Mullins, county attorney, will assume additional administrative duties previously designated to the county administrator

and assistant county administrator.

Scott and Mullins bring a combined total of 37 years of government experience.

Their dedication to these positions and commitment to Wise County and Southwest Virginia is to be recognized and commended. We are looking forward to the continued progress and development of our county under our new leadership.

The Wise County Board of Supervisors, after several months of meetings and interviews, also announces the selection of David L. Cox as the finance administrator.

Cox is a resident of Big Stone Gap, and brings to the county a wealth of accounting and management experience. He is a certified public accountant, certified management accountant, and is also certified in financial management.

Wise County is looking forward to Cox's arrival and his expertise in promoting County fiscal responsibility.

Associate member announces new hirings



DJG, Inc., a 31-year-old engineering, architecture and planning firm based in Williamsburg, is pleased to announce the following:

-Neil Haner, PE, recently earned his licensure as a Professional Engineer in Virginia. Haner has been with DJG for two years, and holds a bachelor of science in civil engineering with a concentration in structural engineering from the University of Virginia.

-John Wells, PE, has joined the firm as a structural engineer. Wells holds a master of science in civil engineering from the University of Delaware. He is experienced in both structural design and construction administration.

-Jonathan Smith, EIT, has joined the firm as a mechanical engineer. Smith holds a bachelor of science in mechanical engineering from Ohio State University.

-James Poulin has also joined the firm as a Mechanical Designer. Poulin holds a Bachelor of Science in Mechanical Engineering from Auburn University. He is currently assisting with design of the HVAC Replacement at the Wilbern Building for Newport News Redevelopment and Housing Authority.

-Eric Brahar, AIA, LEED AP, has passed the accreditation exam to become a LEED Accredited Professional. As a LEED AP, he is qualified to design projects using the LEED Rating System for green buildings.

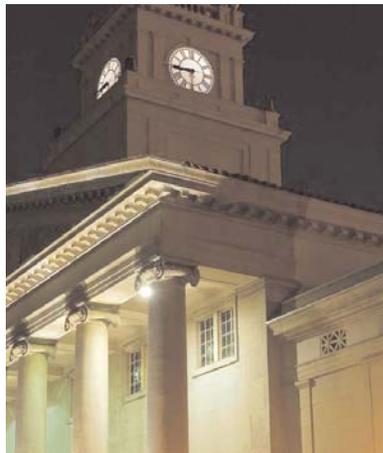
NACo accepting applications for the 2009 County Courthouse Award

Information on the 2009 NACo County Courthouse Award is now available on the NACo Web site at www.naco.org under the Awards section. Established several years ago, the County Courthouse Award is sponsored by Siemens and recognizes innovative governance by county elected officials from NACo Member counties.

Award winners receive an engraved plaque that they can display in their county, recognition at the 2009 NACo Annual Conference and a \$5000 college scholarship to present to a graduating high school senior.

Awards will be given out in three categories: rural, suburban and urban. All NACo members are encouraged to apply. Applications must be received by May 8 to be considered.

If you have questions, please contact NACo Associate Legislative Directors Dalen Harris or Erik Johnston at (202) 393-6226 or by email at dharris@naco.org or ejohnston@naco.org.



Competitive grant resources added to Stimulus.Virginia.Gov



Gov. Timothy M. Kaine announced the addition of competitive grant resources to Stimulus.Virginia.Gov.

Federal agencies are now accepting applications for a wide range of project proposals for competitive grants made available through the American Recovery and Reinvestment Act (ARRA).

Examples include electrified transportation through the Department of Energy, autism research through the Department of Health and Human Services, and neighborhood stabilization through the Department of Housing and Urban Development.

As part of Stimulus.Virginia.Gov's transition to a disclosure and transparency Web site, users may now sign up for email updates related to Virginia's economic recovery efforts and implementation of the ARRA.

"Virginia has received substantial resources to assist in its recovery efforts, but there is much more available to qualifying projects in the Commonwealth," Gov. Kaine said. "The competitive grants now available

can advance worthy projects that will bring in even more significant aid aimed at helping Virginians with the economic recovery."

Virginia will receive about \$4.8 billion through the ARRA, but only a limited amount of that money will be available for projects chosen by the state.

However, additional federal stimulus funding is available through the ARRA competitive grant process.

Entities that submitted proposals to the original Stimulus.Virginia.Gov Web site in February are encouraged to stay current on the ARRA federal grants opportunities and apply for any appropriate grants as they become available.

Stimulus.Virginia.Gov will now feature an "ARRA Competitive Grants Alert" that is compiled by the Virginia Liaison Office to reflect the most current grant programs available through the ARRA. The document lists competitive grants—also known as discretionary grants—for which a federal agency has the discretionary

power to:

- Select the recipient from among all eligible recipients;
- Decide to make or not make an award based on the programmatic, technical, or scientific content of an application; and
- Decide the amount of funding to be awarded.

It is highly recommended that individuals or groups interested in researching or applying for a competitive grant register with the federal government as soon as possible to avoid delays in processing applications.

More information on the federal grant application process is available through www.grants.gov.

Virginians also have a new method to stay up to date on Virginia's recovery efforts. Interested citizens and organizations can sign up for email alerts relating to newly announced ARRA funding or policies. Those signed up will receive an e-mail alert as soon as announcements are made with no delay or editing.



March, 2009

To Citizens Concerned About Transportation:

How can I get more information?

- Visit us online at www.vtrans.org to learn more about VTrans2035 and opportunities to participate in its development.
- Call us at 1-866-835-6070
- E-mail us at statewideplan@VDOT.virginia.gov

Join us as we set the course for Virginia’s future transportation system

Virginia is updating its long-range transportation plan, known as VTrans2035. This state and federally required long-range transportation plan establishes policy recommendations that provide direction for statewide transportation planning across all modes – road, rail, transit, air, water, bicycling, and walking. VTrans2035 will also address critical transportation issues and identify major strategic investments that are critical to the Commonwealth and our transportation infrastructure and programs.

Why does VTrans get updated?

To ensure that VTrans remains responsive to new opportunities and challenges facing the Commonwealth, the State updates VTrans every five years. Since the completion of VTrans2025 in 2004, the social, economic, and technological landscape has changed significantly. Our population continues to grow, age, and become more diverse. The current economic outlook is changing the speed with which we can implement plans, and in some cases is causing us to rethink our priorities. The focus on climate change adds an additional dimension to decision-making. Continuing improvements in technology generate new issues as well as unforeseen solutions. The linkage between land use and transportation continues to be critical.

How is VTrans updated?

VTrans is updated through a process of analyzing demographic and economic data, identifying current policy issues and trends, and coordinating with the Commonwealth’s metropolitan planning organizations and modal administrations to ensure the goals and objectives of plans are consistent across Virginia. This graphic shows the process for updating VTrans2025 to VTrans2035.



Why is your input important?

Critical to the success of VTrans2035 is extensive public outreach to engage you, as a transportation user, as well as numerous other citizens, agencies, and interested organizations to help us revise the long-range vision, goals, and objectives for the transportation system. All technical analysis will be filtered through the public participation process to ensure the Plan reflects and responds to the needs of all of Virginia’s residents, businesses, local governments, and communities, as well as its many visitors.

Thank you for your interest and participation.

Ralph Davis, Deputy Secretary of Transportation
 Office of Intermodal Planning and Investment
 Office of Secretary of Transportation, Commonwealth of Virginia

MONTGOMERY

Continued from page 5

subscribers to receive alerts of new postings.

Montgomery County's domain features a logo, the locality's URL address and an option for viewers to embed the YouTube channel onto their own Web site. Currently, viewers can watch such videos as "winter preparedness," "the Motor Mile Sports Complex dedication" and the "Ellison Lafayette School groundbreaking ceremony."

"And the really good thing about YouTube is that it's free," said Chris Valluzzo, the county's TV multimedia production specialist since September 2002.

That's right. Anyone with a camera and editing equipment can post videos or establish a YouTube channel for no cost. Gov. Timothy M. Kaine recognized the advantages of such a medium when he set up his own channel last year at www.youtube.com/vagovernor.

At the time, the governor was the 25th government entity to join the Commonwealth's official YouTube channel, www.youtube.com/

viriniagovernment.

Other counties with a YouTube channel include Arlington, Fairfax and Roanoke.

"We're fortunate to have someone like Chris who can tell our stories with video," Richey said.

And according to Valluzzo, counties with limited to no budget still can have a video presence. He said cameras and editing equipment are extremely affordable today. Cameras can cost as little as a few hundred dollars while most new computers have built-in video editing software.

"Having video is such a valuable tool," Valluzzo said. "We can use it for historical purposes. For example, we filmed the groundbreaking of the Ellison Elementary School groundbreaking. So 20 years from now, if there is a reunion, there will be video to remember the event. Video is really an effective way to document what's going on."

Richey said to outsource such a project would have cost the county thousands of dollars.

"The general rule of thumb is one thousand dollars a minute for a professional video production," Richey said.

The groundbreaking video was more than eight minutes.

"It adds up quickly," Richey added.

Valluzzo and Richey also agree that the YouTube channel gives the county flexibility in programming and in reaching a wider audience.

"Our partnership with WTOB, the community's access channel in Blacksburg, allows us to reach a critical audience, but it's not available to every resident," Richey said. "You have to be a Comcast subscriber to receive the channel. Also, WTOB is limited to people in this area."

YouTube, she added, is available to anyone in any place with a computer. There are limitations to the technology. Montgomery County's Board of Supervisors meetings are too long to post on YouTube.

So it's important to understand the best ways to utilize the medium.

"It's another communications tool for us," Richey said. "Chris not only does our videos, he produces our radio public service announcements as well. We also rely on traditional press releases, our Web site, brochures and publications. I believe it's important to utilize all available media to get the word out to our citizens."



Screenshots of the Fairfax County (left) and the Roanoke County channels on YouTube. Ruth Richey, Montgomery County public information director, said video is an important element of her office's communications efforts. YouTube channels are free and fairly easy to maintain.

Recognizing the Best in County Government Programs!

Awards Achievement 2009



Virginia Association of Counties

ATTN: 2009 Achievement Awards Program
 Virginia Association of Counties
 1207 East Main Street, Suite 300
 Richmond, Va. 23219-3627

address service requested

Call for Entries

 **2009 VACo Achievement Awards**
 Deadline: June 1, 2009

Application Form

All applications must include the following information. Separate applications must be submitted for each eligible program. Deadline: June 1, 2009.

Program Information

Locality _____

Program Title _____

Program Category _____

Population Category _____

Contact Information

Name _____

Title _____

Department _____

Complete Mailing Address _____

Telephone # _____ Fax # _____

E-mail _____

Signature of county administrator or chief administrative officer

Name _____

Title _____

Signature* _____

*Entries without this signature will not be accepted.

 **2009 VACo Achievement Awards** **Deadline for Entry: June 1, 2009**

Description

The VACo Achievement Awards is a competitive awards program open to local government members of the association. The awards program is held annually to recognize local government programs that exemplify innovation, model practices, partnering or collaboration with other local governments, a private enterprise or state and federal government. The competition will be divided into five population categories so that projects compete with other localities of comparable size. Please encourage all county departments to apply!

Eligibility

All local government members of the Virginia Association of Counties, which are in good standing with the association, may participate. There is no limit to the number of applications a county may submit.

All applications must comply with the following standards:

1. The program must have become operational before Jan. 1, 2009, and must be currently operational.
2. Local government officials and/or staff must have played a significant role in developing and implementing the program, with only limited assistance from outside experts and/or consultants.
3. All steps in the application must be completed.
4. Awards will be given to departments or units, not individuals.
5. Programs that have received a previous VACo Achievement Award are ineligible.
6. The program must meet one or more of the criteria outlined below, and must be signed by the county administrator or chief administrative official before submission.

Criteria for Selection

The nominated program must meet one or more of the following criteria:

1. Offer an innovative solution to a problem, situation or delivery of services.
2. Promote intergovernmental cooperation and/or cooperation with local, state and federal entities and/or a private enterprise in addressing a problem or situation.
3. Provide a model that other local governments may learn from or implement in their own localities.
4. Programs may be based on programs from another public or private entity but must represent innovative approaches or customization by the local government.

Populations

The population categories are: (1) under 15,000 (2) 15,001 to 30,000 (3) 30,001 to 50,000 (4) 50,001 to 100,000 (5) 100,001+

Categories

Program Categories:

1. Community/Economic Development
2. Customer Service
3. Communications (public relations)
4. Criminal Justice & Public Safety
5. Health/Human Services (youth, elderly and others)
6. Information Technology
7. Parks and Recreation
8. Transportation
9. Organizational Development
10. Environmental

Rules

Rules of entry:

1. All entries must be submitted in duplicate. Submit two copies of each entry bound in a notebook or presentation folder. Include the entry form, all appendices and supplemental materials, photographs, DVD, etc.
2. Entries must be typed and double-spaced. State the problem, challenge or situation faced by the locality and how the program fulfilled the awards criteria (innovation, partnering or collaboration and a model for other localities). Tell how the program was carried out, including financing and staffing, and the program's results. Be concise and submit no more than eight one-sided typed pages plus photos or supporting materials.
3. Include a short overview of the program (no more than one page double-spaced) that can be used as a quick reference guide for the judges.

Judging

Entries will be judged by a three-member panel selected for their expertise in local government. When there are no selected nominations, no award will be made.

Award Presentation

Award plaques will be presented at VACo's Annual Business Meeting on Nov. 10, 2009, in Bath County. The winning entries will be featured in a booklet that will be distributed during VACo's Annual Conference. Award-winning nominations will be displayed appropriately at the Annual Conference and award winners will receive a special ribbon to be worn on their name tags. Winners will also be recognized on the VACo Web site and in a news release sent to statewide media outlets.

Deadline

All entries must be postmarked no later than June 1, 2009, and mailed to VACo Achievement Awards, 1207 East Main St., Suite 300, Richmond, Va., 23219-3627. Entries will not be returned.

Questions?

Contact Gage Harter, VACo's Communications Director, at (804) 343-2502 or gharter@vaco.org. Additional application forms are also available at www.vaco.org.

Employment Opportunities

Employment ads are edited due to space considerations.

To view the full versions, visit www.vaco.org and click the man at the typewriter on the right rail of the page.

Assistant County Attorney II/Henrico County

The Henrico County Attorney's Office is seeking to hire a full-time attorney with a strong academic background, litigation experience, and excellent research and writing skills to assist in providing a full range of legal services to County agencies, departments, boards and officials. Applicants must have a Juris Doctor degree, be a member of the Virginia State Bar, have at least two years of experience in the practice of law, and be proficient in the use of Windows software. The pay range for this position is \$68,642-\$120,486. Actual starting salary will depend on the qualifications of the successful applicant. Deadline for completion of an online Henrico County application form is April 19. Applications accepted only via Henrico County's online JOSH site at www.henricojobs.com.

Chief of Fire and Emergency Medical Services/Powhatan County

Salary negotiable, based on qualifications and experience. Excellent benefit package includes participation in the Virginia Retirement System, vacation and sick leave, group life insurance, medical insurance, professional dues and conference expenses. Relocation allowance negotiable. Submit completed county application, detailed resume, salary history and work related references to: John A. Anzivino, Senior VP, Springsted, Incorporated. 1564 East Parham Road, Richmond, VA 23228; Fax (804)726-9752 or e-mail Richmond@springsted.com by May 1. For further information visit www.powhatanva.gov or www.springsted.com. Official Powhatan County applications can be downloaded and printed from the County's Web site at www.powhatanva.gov.

Emergency Management Coordinator/Gloucester County

The ideal candidate will have extensive knowledge and experience in emergency management and an excellent record of delivery during disaster situations. Minimum requirements include a Bachelors degree in emergency management, public safety, or a related field, and 3 to 5 years of progressively responsible public sector disaster or emergency management experience to include grant writing and supervision, or any equivalent combination of training and experience which provides the required knowledge, skills, and abilities. Salary range: \$53,788 - \$80,682; excellent benefits package. The application deadline is April 24. To be considered, please submit an official Gloucester County application, cover letter, and resume to: Gloucester County Human Resource Department, 6467 Main Street, Gloucester, VA 23061. (804)693-5690. For Additional information please visit our Web site www.gloucesterva.jobs.

Public Works Director/Lincoln County, N.C.

Must have skill in planning, programming, and estimating costs; skill in the supervision of personnel; skill in contract administration and project management, skill in oral and written communication, and with a strong commitment to customer service. Graduation from a four-year college or university with major course work in Public Administration, civil engineering, urban and regional planning, or a related field, and three to five years of progressively responsible experience in water, wastewater treatment operations, including one or two years of responsible supervisory experience, or any equivalent combination of training and experience which provides the required skills, knowledge and abilities. Licensed professional engineer preferred. Based on Qualifications and Experience Position Open Until Filled. Applications available online at www.lincolncounty.org or send application to Lincoln County

Human Resources, 115 West Main Street, Lincolnton, N.C. 28092.

Emergency Services Training Coordinator/Carroll County

Job Type: Full-Time
Hours of Work: Flexible hours required
Salary: Negotiable
Testing: Must Pass Mandatory Drug Test Before Hire, Background Check, DMV Driving Record Check, Other
Job Summary: Performs duties under the Supervision of Director of Emergency Services. Performs administrative and technical work overseeing methods, practices and techniques of emergency services operations training. The ES Training Coordinator develops, implements, conducts and/or coordinates emergency services educations classes for volunteer and paid agencies, and the community, and serves as the assistant liaison between the County's Volunteer emergency and medical service organizations and County. The ES Training Coordinator also acts as the County's Narcotics Officer, providing emergency medical service drugs to County and volunteer emergency agencies.

Job Open Date: March 25

Job Close Date: Open until filled

All candidates for this position must provide a completed Virginia State Application to the Carroll County Human Resources Office at 605-1 Pine Street, Hillsville, VA 24343. An online position description may be found at www.CarrollCountyVa.org/employment.

Principal Planner/Southampton County

Salary \$48,612 (+) benefits. Performs professional planning work including development review activities, grant writing, project studies, and presentations to the Planning Commission, Board of Supervisors, and citizen groups. Master's degree and AICP preferred. Must hold a valid driver's license and be willing to attend meetings held

EMPLOYMENT

Continued from page 12

after regular business hours. Complete job description available upon request. Submit application, detailed resume with salary history, and work related references in confidence to: James A. Randolph, Assistant County Administrator, P.O. Box 400, Courtland, VA 23837; 757-653-3015. www.southamptoncounty.org Open until filled with initial review beginning April 13.

**Economic Development Director/
Montgomery County**

Position directs County's economic development program; encourages new industry investment and creation of new job opportunities within the community; directs and supervises staff; coordinates and executes County's marketing effort. Hiring range \$66,935-\$80,322, with excellent benefits (paid health, dental and vision, life, disability, retirement, wellness program). County application required and available at Human Resources, 755 Roanoke Street, Suite 2D, Christiansburg, VA. Deadline Friday, April 10. For more information about this position or to request an application or accommodation for disabilities, contact Human Resources at (540) 394-2007; TTY/Voice (1-800-828-1120 or 1-800-828-1140); County Job Line: (540) 394-2010 or visit our Web site at www.montva.com/jobs.php.

**Finance Director-Town
Treasurer/Town of Christiansburg**

Responsibilities include serving as Chief Financial Officer overseeing all aspects of the Town's financial management relating to accounting, payroll, procurement, debt issuance, investing of Town funds, budget preparation, grant applications and financial reporting to Town Council and Town Manager. Requires Bachelor's degree in Accounting or related field and 5-7 years experience in municipal government accounting. CPA required. Interested persons should complete and return a Town application, cover letter, and resume with salary requirements by April 8 at 5 p.m. addressed to: Town of Christiansburg,

Attn: Mayor R. Ballengee, 100 East Main Street, Christiansburg, VA 24073. Application forms are available on our Web site at www.christiansburg.org.

Town Manager/Appomattox

SALARY: DOQ/DOE (+) benefits. The Town of Appomattox (pop. 1,761) seeks to fill the full-time position of Town Manager. Responsible for performing complex technical and administrative work serving as the chief operations officer of the Town with responsibility for the planning and administration of the various functions of government and directing the activities of the Department of Public Works. Must be capable of being bonded, have a valid VA Driver's License and Criminal/Credit Background Checks. Town application required. Call 434-352-8268, e-mail fguill@appomattoxva.gov. Submit application, along with resume and cover letter to: Town of Appomattox, P.O. Box 705, Appomattox, VA 24522. Open until filled.

**Director of Strategic Resource
Allocation/Alexandria Sanitation
Authority (ASA)**

Located in Northern Virginia Director of Strategic Resource Allocation to lead the Finance, Human Resources and Customer/Community Service functions. Reporting to the Engineer-Director (CEO) of the organization, this is a key executive position that will back up the Engineer-Director in leading the organization, functioning at the CFO level. If this profile fits, send resume and letter to: Maxine Pegors, PHR EMA, Inc. 1970 Oakcrest Ave., #300 St. Paul, MN 55113 ASA@ema-inc.com

**Finance Director-Town Treasurer/
Town of Culpeper**

Salary: \$69,205 – \$99,736 + benefits. \$84M budget 162 Town employees, 9FT + 1PT Treasurer's Office employees. Interested persons should complete and return a Town application, cover letter, and resume to: the Department of the Town Manager, 400 South Main Street,

Suite 101 Culpeper, Virginia 22701. Application forms, complete job ad, and job description are available online at www.culpeper.to or by calling the Town Manager's office at 540-829-8250.

Building Official/City of Portsmouth

SALARY RANGE: \$71,996-\$97,195 Bachelor's Degree in Engineering Technology, Construction Management, Physics or Math; 3 to 5 years progressively responsible work experience in building inspection, engineering, construction or a related field. Must be able to obtain certification, or become a building official within six months. Submit City of Portsmouth application and resume to City of Portsmouth, Department of Human Resource Management, 801 Crawford Street, Portsmouth, VA 23704. www.portsmouthva.gov. Open Until Filled.

**Environmental Codes Compliance
Officer/King and Queen County**

BS in Environmental Science or related field with a minimum of two years experience and DCR E&S certification required within six months of hire. Salary: DOQ with excellent benefits. Please send letter of interest, resume and three professional references (no emails, faxes, or phone calls, please) to: Thomas J. Swartzwelder, Esq. County Attorney 11817 Canon Blvd., Suite 408 Newport News, VA 23606 Position is open until filled.

**Director of Tourism/Town of
Appomattox**

SALARY: DOQ/DOE (+) benefits. Responsible for planning, directing, developing and implementing short and long range goals and strategies to promote the Town area as a travel destination, to provide positive impressions and experiences for area visitors and to raise awareness of and coordinate community hospitality efforts. Town application required. Call 434-352-8268, e-mail fguill@appomattoxva.gov. Submit application, along with resume and cover letter to: David T. Garrett, Jr., Town Manager, P. O. Box 705, Appomattox, VA. Open until filled.



1001 E. Broad St., Suite LL 20
Richmond, VA 23219

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(888) 822-6772

VACo exists to support county officials and to effectively represent, promote and protect the interests of counties to better serve the people of Virginia.

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