



For Immediate Release
June 7, 2012

Contact: Catherine Smith 202.962.3632
csmith@icma.org

Seguin Selected as Pilot for National Awareness Campaign

New time-lapse video of the city released today.

WASHINGTON, D.C. — ICMA, the International City/County Management Association, [released a time-lapse video of Seguin, Texas today](#), at the Texas City Management Association’s annual conference in South Padre Island. The video opens ICMA’s campaign to raise awareness of the contributions professional local government managers make to cities, towns, and counties across the United States. **Seguin has been chosen as one of five pilot communities across the country that will be showcased in the campaign.**

“ICMA chose Seguin to participate in this pilot phase of the *Life, Well Run* campaign because of the city’s reputation as a successful, professionally well-managed community, and because it is representative of a cross section of most of the cities in our country,” said Robert J. O’Neill, ICMA’s executive director.

ICMA’s campaign, titled *Life, Well Run*, is a national campaign designed to bring attention to the excellence and expertise of professional local government managers.

Professional managers oversee the day-to-day operations of more than 59 percent of cities and towns with a population of 2,500 and over, and 27 percent of counties across America. Though they are among the most influential officials in local government, most taxpayers are unaware of the position.

A Harris Interactive poll conducted a few years ago found that only a third of citizens knew that city managers oversee the day-to-day operations of their local governments, and only five percent could describe what these managers do or the role they play in shaping their communities.

The lack of awareness deprives taxpayers of the opportunity to have an impact at the point where government is most accessible and, often, most responsive.

Additionally, many senior managers, who were drawn to public service by President John F. Kennedy’s “ask not what your country can do for you” speech, are preparing to retire, creating an urgent need to attract talented young people to the profession. With a low level of awareness of

— more —



careers in professional local government management, many cities, towns, and counties will not have strong leadership to guide them in both the near and longer term.

Life, Well Run will focus attention on the qualities that make Seguin residents proud of their city and will encourage them to express that pride. The campaign will:

- Highlight the work of Seguin City Manager Douglas G. Faseler and his professional staff,
- Engage residents through a number of video and digital events that demonstrate the critical role of professional management in a community's quality of life.
- Help draw the dotted line between the local government services Seguin residents receive and the critical role their city manager plays in delivering those services effectively, efficiently, and ethically.

Faseler responded to the announcement of the City's selection by saying, "Our staff and I are honored that ICMA has chosen Seguin, Texas as an example of a *Life Well Run* community. However, the acknowledgement also must be directed to our past and current City Councils and Mayors who have continued to build upon this partnership between elected officials and local government managers. This relationship is strengthened through our community's successes, and ultimately allows us to provide the highest levels of services to both our residents and corporate citizens."

A professionally managed community combines the strong political leadership of elected officials with the strong managerial experience of an appointed city or county manager or administrator. Mayors and city council members establish a vision and policy for the community; appointed, nonpartisan, professional managers work in partnership with them to translate policy into action and vision into results. Typical responsibilities of professional managers include developing and implementing the budget, supervising department heads and other key local government employees, and engaging community stakeholders.

In addition to Seguin, three communities from the Chicagoland area in Illinois, and San Antonio also will serve as *Life, Well Run* campaign pilots in 2012 before the national campaign launches sometime in 2013.

[About ICMA](#)

ICMA, the International City/County Management Association, advances professional local

— more —



government worldwide. The organization's mission is to create excellence in local governance by developing and fostering professional management to build sustainable communities that improve people's lives. ICMA provides member support; publications; data and information; peer and results-oriented assistance; and training and professional development to 9,000 city, town, and county managers and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

###