

# The Iowa County

Iowa State Association of Counties



April 2009

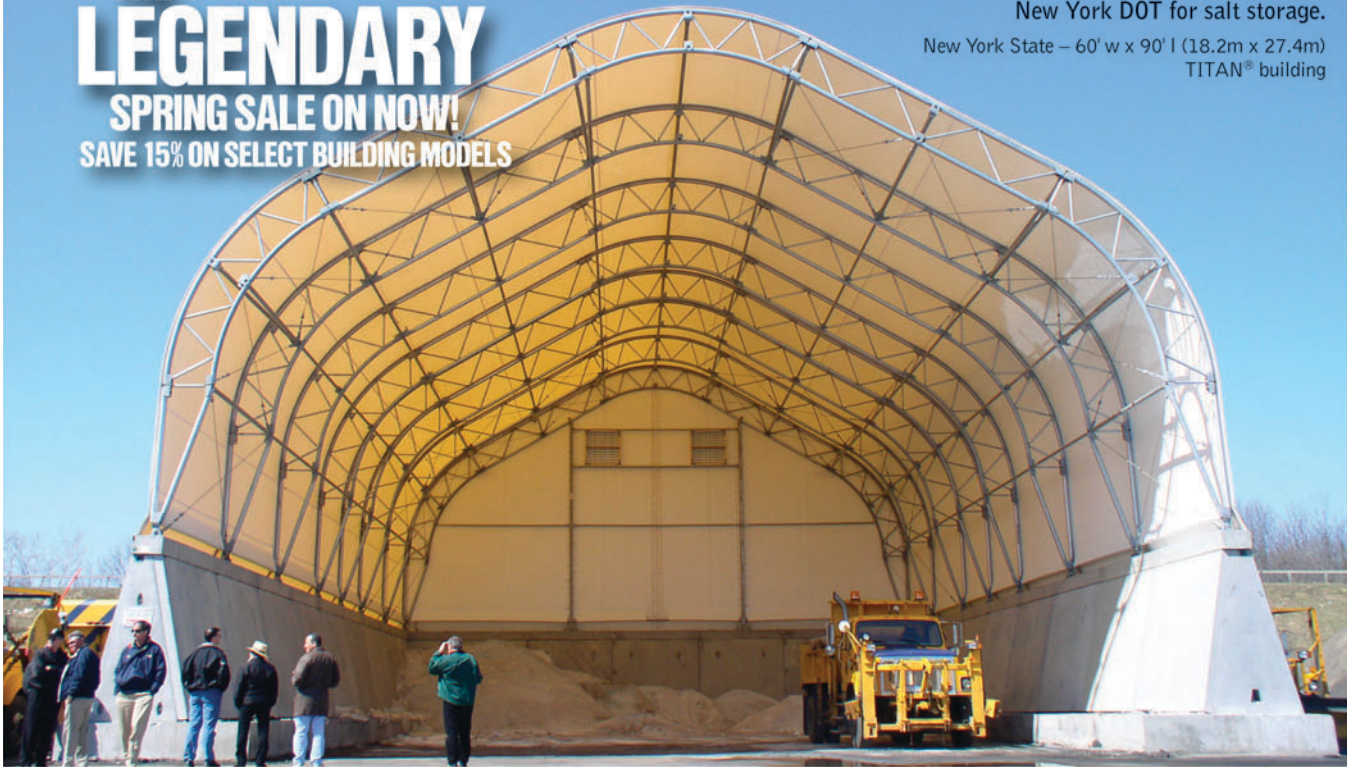
ISAC Scholarship Golf Fundraiser  
2009 Spring School a Success!



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# Iowa County

April 2009 \* Volume 38, Number 4

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### ISAC's Mission:

To promote effective and responsible county government for the people of Iowa.

### ISAC's Vision:

To be the principal, authoritative source of representation, information and services for and about county government in Iowa.

# ISAC meetings

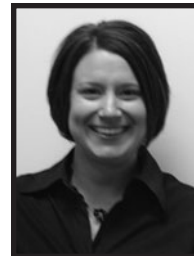
## 2009 Spring School a Success!

The Iowa State Association of Counties would like to thank all of you who attended the 2009 Spring School of Instruction held in Des Moines March 4-6. Over 800 county officials were in attendance for the conference, which featured some program changes. The most noticeable change was that the exhibitors were only available on the first day of the conference, Wednesday, March 4. Three events were held throughout the day in the Des Moines Marriott Downtown's exhibit hall, allowing members the opportunity to meet with various exhibitors about their products and services. Thank you to the 50 plus exhibitors that attended and supported ISAC's 2009 Spring School. The conference of this scale would not be possible without the exhibitors. We also want to thank ISAC's conference sponsors: Gold Sponsors – Adjusters International and TrueNorth Companies; Silver Sponsors – Auxiant, Cost Advisory Services, Inc., Cott Systems, Inc., Ruan Securities Corporation, Solutions, Inc.; Bronze Sponsor – Springsted Incorporated; and Lanyard Sponsor – Storey Kenworthy. A final thank you must be extended to the companies that advertised in the conference program. Their advertising allows ISAC to offset the cost associated with printing the program.

During the ISAC general session on Wednesday, March 4, the FY 2010 ISAC budget was approved by the membership, and more than 300 county officials were honored with Years of Service Awards to acknowledge their dedication to serving citizens through county government. Special acknowledgement was given to Betty Sass, Johnson County Treasurer, for her 55 years of service with the county. ISAC also recognized eight outstanding high school students as scholarship award winners. The winner of the top scholarship, in the amount of \$7,500, was Mike Tlach from West Hancock High School in Hancock County. Five other students received scholarships in the amount of \$5,000: Kelly Peddy from Ankeny High School in Polk County; Mark Cronin from Galva-Holstein High School in Ida County; Erin Westering from Atlantic High School in Cass County; Ryan Bell from Washington High School in Washington County; and Danielle Dolezal from Iowa City Regina High School in Johnson County. Samuel Kruger from Sibley-Ocheydan High School in Osceola County received a \$2,000 scholarship from the Iowa Counties Information Technology Organization. Harrison Hargett from Spirit Lake High School in Dickinson County received the Past President's Scholarship in the amount of \$3,000. Keynote speaker Mercedes Ramirez Johnson ended the general session with her inspirational message, "Get It Right Today, Not Tomorrow."

By: *Stacy Horner*

ISAC Meeting/Event Administrator



After an afternoon full of affiliate meetings, the ISAC Dance was held from 8:30 pm - 11:30 pm at the Renaissance Savery Hotel. Members were able to socialize and enjoy the music provided by Knight Life Productions.

Another addition to the conference program was that coffee and morning refreshments that were added to the schedule all three days, which received a welcome response from our members. Refreshments were available for affiliate groups meeting at both the Renaissance Savery and Des Moines Marriott Downtown on Thursday morning. Thursday, March 5, was dedicated to all of the affiliate groups as they were able to meet the entire day with a lunch break hosted by ISAC at the Des Moines Marriott Downtown. Since the exhibit hall was only open the first day of the conference, the space served perfectly for the ISAC networking lunch, which was a box lunch provided to all registered conference attendees.

The conference ended on Friday, March 6, with a morning full of ISAC educational seminars: Citizen Engagement: The Basis of Effective Governance; Understanding the ABCs of XYZ Generations; It's as Easy as Tic-Tech-Toe; Managing County Expenditures in Tough Economic Times; Preparing for Retirement: How to Manage Investment Risk; and Damage Assessment Training Workshops. The variety of topics offered had excellent response and provided a wealth of information for our membership to take back to their counties. We would like to thank all who assisted with the ISAC educational seminars.

Please take the opportunity to complete the online post-conference survey, which is located at [www.iowacounties.org](http://www.iowacounties.org). Your feedback is greatly appreciated and is taken into consideration when planning future conferences. Any program changes that occur within the conference schedule come from our member feedback. Also, please feel free to contact me at [shorner@iowacounties.org](mailto:shorner@iowacounties.org) if you ever have any comments or suggestions regarding ISAC conferences and events.

We look forward to seeing everyone at ISAC's 2009 Fall School of Instruction November 18-20, at the Coralville Marriott Hotel and Conference Center. Registration and conference hotel room blocks will not open until late summer. ISAC plans to announce a new registration process that includes hotel reservations, so please **DO NOT** try to make your reservations until the date announced this summer. We appreciate your assistance in this matter. We are striving to make the process run more smoothly for all conference attendees.



## Developing Citizen Input

**By: Linda Hinton**

ISAC Government Relations  
Manager



In order to be successful in impacting state policy, most interest groups need to be able to activate a grass roots constituency to call and write their legislators regarding important issues. At ISAC, we generally think of county officials as our grass roots. There are, however, citizen groups that county officials might want to tap into from time to time to help relay the message to the legislature and the governor.

Linn County has put considerable work into developing a grass roots lobbying effort around mental health and mental retardation funding issues. In providing you a description of these activities, we are hoping that you will think beyond MH/DD to other issues around which we might energize citizen interest.

Linn County's process for developing input begins with their standing stakeholder advisory groups that meet on a monthly basis. Their MH/DD Advisory Committee has two subcommittees: a Mental Health Services Planning Committee and a Developmental Disabilities Services Coalition. These groups work on the MH/DD Plan by: identifying unmet needs; prioritizing services; and staying aware of policy issues, such as federal and state legislation that might impact services. These groups are important because they: allow stakeholders to maintain ongoing relationships; get to know each other's programs; and keep each other updated on information from their respective national and state organizations.

When needed, Linn County can then rely on the members of these groups to mobilize their consumer base to become active in communicating with policymakers. For example, there are several supported community living providers with newsletters that go out to the families of the people they serve. They maintain closer relationships with the families and can usually get a better response than if it comes solely from county officials.

The Linn County MH/DD Advisory Committee has also developed an annual process of communicating with legislators that involves monthly tasks to be accomplished starting in June of election years and October of "off years." The election year process is as follows: June – obtain names and addresses of all candidates who win primaries and become their party's nominee; July – send all candidates the County MH/DD Plan brochure with cover letter that identifies MH/DD as a big percentage of the county budget that relies on state funding; Sep-

tember – develop and send position paper on legislative issues to all candidates and advise them to plan to attend a candidate forum in October; also in September – plan candidate forum and market the forum to consumers and families, other stakeholders and the general public; October – send out issues papers with questions on candidate positions that will be asked at the forum and conduct a forum; November – send letters congratulating winners of the election and include another copy of the MH/DD brochure; December – send out position papers and issues papers (such as this year's budget concerns) to the legislators; January to April – attend local forums and communicate frequently with legislators during the session.

This year the stakeholder groups also identified a need to increase the active participation of consumers and family members in the effort to communicate concerns with state lawmakers. To help facilitate that growth, the stakeholder group invited the Governor's Developmental Disabilities Council to provide training about effective communication with legislators. Linn County CPC Craig Wood and staff from the Council's Iowans with Disabilities in Action (ID Action) project held two sessions attended by over 70 grassroots stakeholders consisting of individuals with disabilities, family members and other advocates. Participants were brought up to date on current funding concerns for Linn County and the implications for users of county funded services and supports. ID Action staff provided participants with information to assist them to frame those concerns in a message to legislators that included their personal experience with the issues. Participants also learned about strategies to successfully deliver their message, including advocacy fundamentals, tips to get started, the basics of effective communication and common mistakes to avoid, and how to recruit and organize others in their advocacy effort. The information was well received by participants and has resulted in a significant amount of conversation between consumers and family members and their state legislators.

While this activity in Linn County is focused on MH/DD funding, other county issues, such as the increase in the gas tax, could also benefit from a concerted local effort to get stakeholders involved in carrying the county message to the legislature and the governor.

## Stimulus Money for Roads

By: Jay Syverson  
ISAC Fiscal Analyst



On February 17, President Obama signed the American Recovery and Reinvestment Act of 2009 (ARRA). Commonly known as the Stimulus Bill, ARRA provides for \$787 billion of combined tax cuts and government spending. This month's *By the Numbers* looks at how that money is being spent, with an emphasis on road spending.

ARRA provides \$48 billion to be spent on transportation infrastructure. About \$15 billion of that is for public transit and rail programs, and another \$1.1 billion is for aviation projects. The Secretary of Transportation will dole out another \$1.5 billion through a competitive-grant process. But the bulk of the transportation spending – \$27.5 billion nationwide – is for highways. Iowa's share of the highway money is \$358 million. \$238 million to be spent at the state level, and \$120 million to be spent locally. A minimum of \$11 million must be spent for trails projects.

Following the procedure set out by ARRA, the state Department of Transportation has allocated the \$120 million in local money to the various local transportation agencies. For example, the Davenport TMA has been allocated about \$5.9 million to spend within its region, and the North Iowa Area Council of Governments RPA has been allocated about \$5.5 million. These transportation management areas (TMAs), metropolitan planning organizations (MPOs) and regional planning affiliations (RPAs), which are made up of local governments throughout the state, are ultimately responsible for deciding which local projects get funded by the stimulus money.

Because ARRA is designed to stimulate the economy quickly, the highway money must be obligated quickly and spent quickly. In fact, the state must obligate half of its \$238 million within 120 days of being notified of its funding allocation – that means by June 30. Local agencies do not have to obligate half of their highway money within 120 days. However, all agencies – both state and local – must obligate all of their funding within one year of the states being notified of their allocations. That notification occurred on March 2, 2009, so all of Iowa's \$358 million of stimulus highway funding must be obligated by March 2, 2010. If any of Iowa's money is not obligated by the deadline, the federal government takes it back

and reallocates it to the other states that have already obligated their original allocation. The Iowa DOT is emphatic that Iowa not lose any of its \$358 million for failure to obligate by the deadline. To ensure that even the local \$120 million is obligated by March 2, 2010, the DOT is requiring all local agencies to have their money obligated by January 20, 2010. If that doesn't happen, the DOT will take control of the unobligated funds to make sure they get obligated by the March 2 deadline. To prevent that from happening, each region should be absolutely sure to obligate its entire allocation by January 20, 2010.

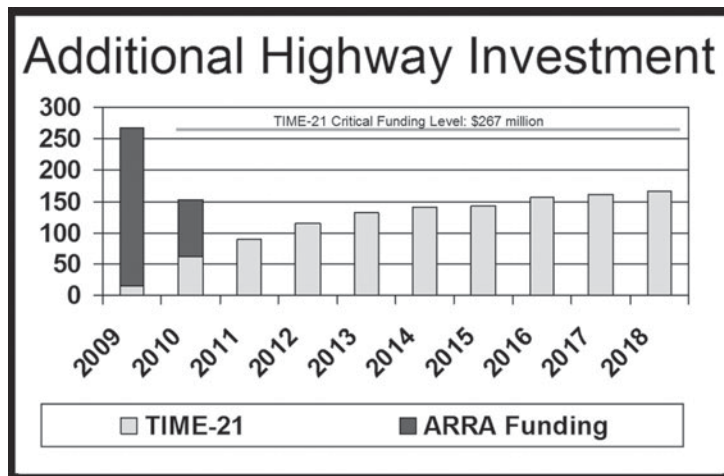
Hopefully, obligating the funding in time to meet the deadline won't be a problem. The DOT and local agencies have already identified ample projects to exhaust Iowa's stimulus allocation. In fact, the DOT has already obligated over \$56 million of the

state's stimulus highway allocation for 13 projects in 9 counties. The largest projects are for bridge replacements and pavement overlays on Interstate 29 in Fremont and Mills counties.

Local agencies have also identified a list of 183 projects to receive stimulus funding. The list is subject to change, and it surely will have changed by the time this article is in print, so be sure to check the DOT's

recovery website at [www.iowadot.gov/recovery/highwayprojects.aspx](http://www.iowadot.gov/recovery/highwayprojects.aspx) for a list of projects to be funded with stimulus money. Some of the larger projects on the current list are: \$2.9 million for resurfacing the Southwest Arterial in the City of Dubuque; \$2.8 million for reconstruction of 1<sup>st</sup> Avenue in Cedar Rapids; and \$2.1 million for resurfacing a county road in rural Scott County.

The Iowa DOT has identified a "critical funding level" of \$267 million per year in additional funding for Iowa's highway infrastructure. In 2009, with the vast majority of funding coming from the ARRA, we'll meet that funding level. In 2010, the DOT projects additional highway funding of about \$150 million, with almost two-thirds coming from ARRA and the rest from TIME-21. In 2011 and beyond, ARRA funding will be gone, and the DOT projects additional highway funding to lag far behind the critical funding level (see chart).



## Data Will Set Us Free: Part Two

By: *Robin Harlow*

ISAC Technology  
Project Manager



“The facts fairly and honestly presented; truth will take care of itself.”

William Allen White (1868 – 1944)

In March’s issue, I explained the differences between a Key Result Indicator (KRI), a Performance Indicator (PI), and a Key Performance Indicator (KPI). This month I will discuss the characteristics of KPIs.

Generally, KPIs have the following characteristics:

**Controllable/Accountable:** KPIs will only contribute to better performance if they are linked to a manager or team that is clearly responsible for the measure’s outcome, and whose decisions and actions can influence that outcome.

**Relevance:** Measures should be identified that clearly support the strategic objectives of the county.

**Verifiable:** The data used to calculate KPIs should be auditable, both in terms of its accuracy and appropriateness for purpose.

**Quantifiable:** Ideally measures should be quantifiable so they can be summarized and viewed objectively.

**Timely:** For KPIs to be effective in informing decision making, they need to be prepared and reported at a frequency that supports the particular measure concerned, e.g. citizen feedback on a weekly basis.

**Accessible:** Even a great KPI that would tell you everything you want to know about whether you’re doing a good job, would be worthless if it can’t get the data necessary to generate the KPI..

**Cost Effective:** While the ideal set of KPIs might be the goal, these cannot be implemented at zero cost. Consequently, the effort required to locate and report a KPI needs to be weighed against the benefits it can deliver to the county.

In Dave Parameter’s Book, “Key Performance Indicators: Developing, Implementing, and Using Winning KPIs,” Mr. Parameter adds three additional characteristics to the list:

**Nonfinancial:** Measures should not be expressed in dollars and cents. Your KRI will mostly likely have a dollar sign in front of it; however, KPIs lie deeper into KRIs. For example, if you report cost per document request completed as a result indicator, it might be more important to know which documents requests are the most expensive to complete.

**Staff Knowledge:** Staff should understand the measure and what corrective action is needed by all staff to have the KPI function properly. The KPI should be clear that if A is the measure, then B, C, and D must be focused on to correct A.

**Significant and Positive Impact:** This means that the KPI affects more than one area and when it improves positively, it affects many other areas in the same manner. Parameter’s book uses the example of when planes arrive and depart on time (positive), this helps the ground crew provide more caring and better quality customer service.

### County Government KPI Examples

KPIs in government can usually be grouped into several broad categories: effective government; public safety; criminal justice; and economic development.

#### Effective Government KPIs

Goal: Promoting citizen engagement

KPIs: Number of volunteers in county government per 1000 population; and percentage of voting age population that cast a valid ballot in the general election.

Goal: Enhancing movement of people and services

KPI: Percentage of roads exceeding the targeted overall condition index.

Goal: Developing high performing leaders, teams and employees

KPIs: Team assessment rating; and employee health management index.

Goal: Value of emergency management to taxpayers

KPIs: The percentage of time that structural fires were contained in their room of origin; urban medical response time; suburban medical response time; and rural medical response time.

#### Public Safety KPIs

Goal: Perception of safety

KPIs: Vehicular fatality rate; violence in schools; juvenile crime; crime index; perception of fire safety; and perception of physical safety.

Goal: Secure families

KPIs: Substantiated reports of child abuse and neglect; and domestic violence.

Continued on page 9.



## Twitter vs. Facebook

By: *Tammy Norman*

ISAC Office Manager



Q: What are these services and how are they different?

A: Twitter is not a sound a bird makes in the spring and Facebook has nothing to do with the cosmetic industry. They are both forms of online communication and networking. They both provide a fun way to keep in touch with family, friends and co-workers. They both offer the ability to communicate online but they do differ in many ways, so let's do a quick comparison.

Twitter was created in March 2006 as a small project for a firm in San Francisco, CA. Jack Dorsey, a software engineer, wanted to keep in touch with his friends and simply know "What are you doing." It was from this desire to check in on his friends and family that Twitter was created. It was built in just two weeks and launched publicly in August 2006. Due to its popularity, it grew and Twitter Incorporated was founded in May 2007. What makes Twitter popular with some people? Its simplicity; you are able to send messages but are limited to 140 characters, thus keeping them short and to the point. Twitter enables you to connect with others that have joined by sending brief messages via mobile texting, instant messaging or the Internet. You are able to choose the communication tool that fits your lifestyle best. You are able to receive alerts from different news agencies, political organizations or entertainment venues. In fact, Twitter now has its own yellow pages entitled *Twellow* that enables you to search entities you wish to stay connected to.

Facebook is another type of online communication that enables you to stay connected with those who are important to

you. It was created in 2004 by Mark Zuckerberg, then a student at Harvard. It first began as a communication tool for him and his fellow Harvard students, but by the following year it was open to high schools and the next year open to all Internet users that were 13 years of age or older. However, Facebook is more complex than Twitter. The attribute that attracts many people to Twitter is the simplicity of communication. Facebook offers more complex features such as the ability to upload photos, a blog feature and IM (Instant Messaging) or "Chat." Facebook is a social network where a person can request to be your "friend" and you are able to say "Yes" or "No." One of the bragging rights that many high school students use is how many "friends" they have acquired on Facebook.

You will find that Facebook is extremely popular with high school and college age users, though it is used by many different people and of all ages. Twitter is popular with people that want information in a clean precise format. You will have to take a moment and check them out and see which is a better fit for you or you can opt to do both as many people do.

**Website Note:** The legislative workshops are just around the corner. We will soon have registration online for you to register to attend these exciting informative trainings. Have a question regarding new technology and would like it addressed in this column? Contact me at 515-244-7181 ext. 315 or via e-mail at [tnorman@iowacounties.org](mailto:tnorman@iowacounties.org). Until next month, keep clicking!

Continued from page 8.

### **Criminal Justice KPIs**

Goal: Seeking to be the safest, most just and restorative community in the nation.

KPIs: Reduction in crime; citizen perception of community safety and quality of life; the right people are charged with and convicted of the right crimes; are victims satisfied with outcome; do victims have a reduced fear of offender hurting them again; and restitution paid.

### **Economic Development KPIs**

Goal: County government as an active support mechanism for diversified economic growth, retention, and attraction.

KPIs: Financial and nonfinancial support provided annually

to local jurisdictions and to local economic development entities; jobs attracted, retained, lost, and change in payroll; infrastructure improvements due to county grants or loans; and local and regional strategic planning efforts the county participates in airport utilization.

These are but a few examples of categories and KPIs. We are arriving to a place in our connected world that we can work together to build standard KPIs that all counties can use through the sharing of data management tools. Sharing tools and applications will help us free our data to help you tell your county's story and deliver the results your citizens are looking for.

## Targeted Case Manager: The Newest Superhero

*By: Deb Eckerman Slack*  
ISAC Case Management  
Services Manager



Those of you who have been doing targeted case management for any length of time know that this job is never boring. I would even venture to say that if you are bored, then perhaps you should be sure that you are fulfilling your essential job duties.

Case management is an ever-evolving “creature.” Just when you think you have a handle on it, this creature morphs into something a little different. The essential creature is still the same (assessing, planning, referring and monitoring), but you may need to adjust your “cape” a little bit in response to the ever-changing creature.

When someone becomes a targeted case manager/superhero, they don their cape and learn the basics of the creature/job (assessing, planning, monitoring, and referring). Although these seem relatively innocuous, the superhero learns quickly that these four terms can and do encompass a seemingly endless array of possibilities and duties. There is the eligibility and preauthorization, the assessing of needs, accessing funding for services, coordinating and planning with service providers and natural supports, monitoring to be sure that needs are being addressed or if there are needs that have arisen that need to be addressed.

And did I mention that our superhero has to learn a new language also? Our superhero has to talk to the CPC and submit a PA to MBC or to IME. They have to input information into ISIS and perhaps complete a FASST and submit to IFMC to determine LOC. Will they access HCBS for the EW or the MR waiver? Will they utilize CDAC or CCO? Is SCL needed? How about SE or WAC? Is there an RCF that is suitable for the needs and desires that have been assessed? These are just a few of the acronyms from this new language.

Again these are just a few of the issues the targeted case manager/superhero deals with on a daily basis, and we haven’t even talked about the rules that govern how we do things, Chapters 24, 79, and 90. But as any good superhero knows, the most important aspect to be mindful of in all of the chaos that is inherent to the creature/job, is the individual that is the focus of your efforts. Don’t let the ever-evolving creature cloud your vision of the lives that you are affecting and assisting to shape each and every day.



## About the Cover

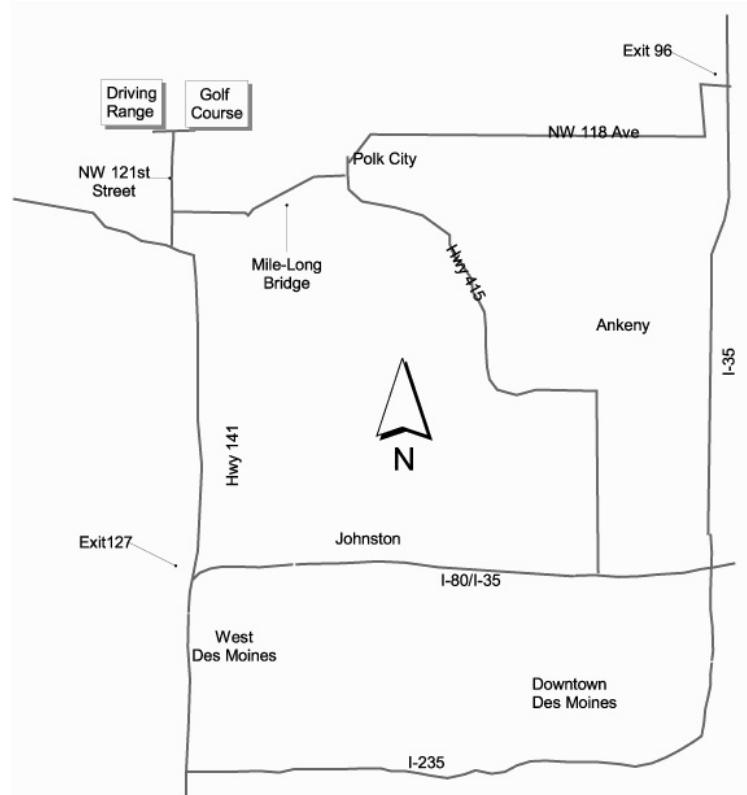
The cover picture was taken following the presentation of the scholarship awards at the 2009 ISAC Spring School of Instruction. During the general session ISAC Office Manager Tammy Norman spoke about the scholarship program and each high school senior who received an award. Samuel Kruger, pictured center with his parents (front row) and scholarship judges (back row, left to right) Kim Veeder, Black Hawk County IT Director, Mark Castenson, Warren County GIS Director, and Wayne Chizek, Marshall County GIS Director, was awarded with the technology scholarship from the Iowa Counties Information Technology Organization. More information regarding the scholarship awards can be found on page 4.

The ISAC scholarships are funded by the ISAC Education Foundation, Inc. The fund is supported by charitable, tax-deductible donations and the ISAC Scholarship Golf Fundraiser. See pages 11-14.



The Iowa State Association of Counties (ISAC) announces the 5<sup>th</sup> annual ISAC Scholarship Golf Fundraiser to be held Wednesday, July 15, 2009, at Jester Park Golf Course in Granger, Iowa. The Iowa State Sheriffs and Deputies Association and the Iowa State Association of County Supervisors will host the event to raise money for the ISAC Education Foundation, which awards scholarships to high school seniors who are children of county officials or county employees.

The 18-hole scramble (best-shot) with a shotgun start will begin promptly at 10:00am. Registration begins at 9:00am. You may register individually or in a group of up to four people. The \$75 fee includes golf with cart, lunch, beverages, welcome gift, prizes and dinner following golf. Jester Park Golf Course is located off I-80/35, exit 127, 30 minutes northwest of downtown Des Moines. Follow Highway 141 west 6.5 miles to NW 121st Street and turn right. Go north two miles to the golf course.



Individuals wishing to golf or just attend the dinner (approximately 4:00pm) should fill out and return the registration form by Friday, June 12, 2009. Payment must accompany your registration and is non-refundable. The course is limited to 144 golfers, and we sold out last year, so register early to reserve your spot! If you have any questions please contact Brad Holtan via phone at 515.244.7181 or email at [bholtan@iowacounties.org](mailto:bholtan@iowacounties.org).

We look forward to seeing you on July 15! Remember, registration begins at 9:00 am and golf begins with a shotgun start at 10:00am sharp - please be prompt.



**When:** Wednesday, July 15, 2009  
 9:00 am - Registration  
 10:00 am - Golf - four-person scramble (best-shot)  
 Approximately 4:00 pm – Dinner (immediately following golf)

**Where:** Jester Park Golf Course and Lodge  
 11949 NW 118 Avenue, Granger, Iowa (515) 999-2903

**Cost:** \$75 (18 holes, shared cart, lunch, beverages, welcome gift, prizes, and dinner – raffle tickets will be on sale July 15)  
 \$30 (dinner only – raffle tickets will be on sale July 15)

- \_\_\_ I will play in the ISAC Golf Fundraiser on July 15. My \$75 is enclosed.
- \_\_\_ I will play in the ISAC Golf Fundraiser on July 15. I am a qualifying sponsor and my fee is waived.
- \_\_\_ I have organized a group to play in the ISAC Golf Fundraiser. Our total entry fee is enclosed.
- \_\_\_ No golf, dinner only – \$30 is enclosed.

Contact Name: \_\_\_\_\_

County/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone/Fax/Email: \_\_\_\_\_

If you wish to arrange a group of players, please confirm your group prior to indicating the names on this form. Individuals and groups of less than four will be paired with other players.

- 1) Name: \_\_\_\_\_ County/Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_
- 2) Name: \_\_\_\_\_ County/Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_
- 3) Name: \_\_\_\_\_ County/Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_
- 4) Name: \_\_\_\_\_ County/Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment MUST accompany registration and is non-refundable. Make checks payable to the ISAC Education Foundation. Entries must be received by June 12, 2009, and are filled on a first come, first served basis. Mail to: ISAC, Attn: Golf Fundraiser, 501 SW 7<sup>th</sup> Street, Suite Q, Des Moines, IA 50309. If you have any questions, please contact Brad Holtan via phone at 515.244.7181 or email at [bholtan@iowacounties.org](mailto:bholtan@iowacounties.org).**



The Iowa State Association of Counties (ISAC) announces the 5<sup>th</sup> annual ISAC Scholarship Golf Fundraiser to be held Wednesday, July 15, 2009, at Jester Park Golf Course. The 18-hole scramble (best-shot) with a shotgun start will begin promptly at 10:00am. Registration begins at 9:00am. The Iowa State Sheriffs and Deputies Association and the Iowa State Association County Supervisors will host the event to raise money for the ISAC Education Foundation, which awards scholarships to high school seniors who are children of county officials or county employees. In an effort to raise funds, the sheriffs and deputies and supervisors ask that you consider supporting the ISAC Education Foundation's scholarship program through the following sponsorship opportunities. Sponsorship opportunities will open on April 6 to new sponsors. Returning sponsors should contact ISAC before April 1 to reserve your sponsorship.

**Title Sponsor - \$3,000 (Sold out!)**

Exclusive sponsorship; premium signage on tournament banner; chance to briefly address attendees during dinner; listed in dinner program; company brochure (provided by company) distributed to players; four golf registrations; lunch and dinner provided for up to two additional people; listed on ISAC's website and in one issue of ISAC's magazine.

**Dinner Sponsor - \$2,000**

Premium signage displayed during dinner; listed in dinner program; company brochure (provided by company) distributed to players; two golf registrations; lunch and dinner provided for up to two additional people; listed on ISAC's website and in one issue of ISAC's magazine.

**Lunch Sponsor - \$2,000**

Premium signage displayed at registration; listed in dinner program; company brochure (provided by company) distributed to players; two golf registrations; lunch and dinner provided for up to two additional people; listed on ISAC's website and in one issue of ISAC's magazine.

**Beverage Cart Sponsor - \$1,500**

Premium signage displayed at beverage carts on the course; listed in dinner program; company brochure (provided by company) distributed to players; one golf registration; lunch and dinner provided for up to two additional people; listed on ISAC's website and in one issue of ISAC's magazine.

**Reception Sponsor - \$1,500**

Premium signage displayed during post-golf reception at lodge; listed in dinner program; company brochure (provided by company) distributed to players; one golf registration; lunch and dinner provided for up to two additional people; listed on ISAC's website and in one issue of ISAC's magazine.

**Hole Sponsor - \$1,000**

Exclusive hole sponsorship; signage at tee box; listed in dinner program; opportunity to display company material at tee box; opportunity to provide non-alcoholic beverages, snacks, or small items to golfers (sponsors should bring their own table, chairs, etc. and MUST purchase beverages through the golf course); one golf registration; lunch and dinner provided for up to two additional people; listed on ISAC's website and in one issue of ISAC's magazine.

**Hole Co-Sponsor - \$500**

Signage at tee box; listed in dinner program; opportunity to display company material at tee box; opportunity to provide non-alcoholic beverages, snacks, or small items to golfers (sponsors should bring their own table, chairs, etc. and MUST purchase beverages through the golf course); listed on ISAC's website and in one issue of ISAC's magazine.

**Prize Sponsor - \$100 and up**

Opportunity to donate cash or prizes for raffle, contest and tournament prizes; listed in dinner program; company name will be mentioned when awarding prizes during dinner; listed on ISAC's website and in one issue of ISAC's magazine; if donation \$1,000 or more then one golf registration and lunch and dinner provided for up to two additional people.

**Welcome Gift Sponsor - \$250**

Opportunity to donate items for welcome gifts given to golfers (golf balls, towels, shirts, caps, water, snacks, etc.); listed in dinner program; listed on ISAC's website and in one issue of ISAC's magazine.

PLEASE CALL ISAC TO CONFIRM THE ITEM YOU WOULD LIKE TO PROVIDE FOR 160 GOLFERS.



The Fifth Annual  
**ISAC Scholarship Golf Fundraiser**

Hosted by the Iowa State Sheriffs and Deputies Association  
 and the Iowa State Association of County Supervisors  
 Jester Park Golf Course - Granger, IA - Wednesday, July 15, 2009

**When:** **Wednesday, July 15, 2009**  
**9:00 am - Registration**  
**10:00 am - Golf - four-person scramble (best shot)**  
**Approximately 4:00 pm – Dinner (immediately following golf)**

**Where:** **Jester Park Golf Course and Lodge**  
**11949 NW 118 Avenue, Granger, Iowa 515.999.2903**  
 Jester Park Golf Course is located off I-80/35, exit 127, 30 minutes northwest of downtown Des Moines. Follow Highway 141 west 6.5 miles to NW 121st Street and turn right. Go north two miles to the golf course.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone/Fax/Email: \_\_\_\_\_

**Sponsorship Opportunities:**

- \_\_\_ Title Sponsor - \$3,000 (includes 4 golfers)\*
- \_\_\_ Dinner Sponsor - \$2,000 (includes 2 golfers)\*
- \_\_\_ Lunch Sponsor - \$2,000 (includes 2 golfers)\*
- \_\_\_ Beverage Cart Sponsor - \$1,500 (includes 1 golfer)\*
- \_\_\_ Reception Sponsor - \$1,500 (includes 1 golfer)\*
- \_\_\_ Hole Sponsor - \$1,000 (includes 1 golfer)\*
- \_\_\_ Hole Co-Sponsor - \$500
- \_\_\_ Prize Sponsor\* for an amount of \_\_\_\_\_ and/or a prize of \_\_\_\_\_
- \_\_\_ Welcome Gift Sponsor with the item of \_\_\_\_\_ **(confirm item with ISAC!)** for 160 golfers - \$250

**Sponsorship Fee:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**AMOUNT ENCLOSED:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\* If your sponsorship level is \$1,000 or above, please fill out the golfer registration form for the appropriate number of golfers. Feel free to register additional golfers beyond those included with your sponsorship and remit the golfer fee of \$75 for each additional golfer.

**Payment MUST accompany this contract and is non-refundable. Make checks payable to the ISAC Education Foundation. Contracts must be received by June 12, 2009. Mail to: ISAC, Attn: Golf Fundraiser, 501 SW 7<sup>th</sup> Street, Suite Q, Des Moines, IA 50309. If you have any questions please contact Brad Holtan via phone at 515.244.7181 or email at [bholtan@lowacounties.org](mailto:bholtan@lowacounties.org).**

## Senator Harkin Named 2008 NACo Legislator of the Year

During the 2009 NACo Legislative Conference, March 7-11, 2009, Senator Tom Harkin was presented the 2008 NACo Legislator of the Year Award. Senator Harkin was chosen as the recipient of this annual award because of his historic commitment to rural development during the Farm Bill process. Harkin also provided tireless efforts to ensure that the final law contained funding to promote innovative rural development programs that are critical to rural counties.

The award presentation was scheduled to be made during a meeting with Senator Harkin that ISAC organized to discuss the stimulus bill allocations and legislative priorities. However, when it came time for the meeting we were informed that there was an important vote occurring on the Senate floor. At this time, Richard Bender, Senior Legislative Assistant to Senator Harkin, and other staff members helped to accompany our large group from the Hart Senate Office Building to the US Capitol. This was quite the task.

NACo First Vice President Teresa Altemus and NACo Immediate

Past President Eric Coleman presented Senator Harkin with the award on NACo's behalf. Following the necessary picture opportunities, the group took the opportunity to talk with Harkin about health care reform and other NACo priorities.

More information on the 2009 NACo Legislative Conference will be covered in next month's magazine.



## Registration Now Open for the 2009 NACo Annual Conference



Online registration and housing for the 74th Annual NACo Conference and Exposition, July 24-28, at the Gaylord Opryland Resort and Convention Center in Davidson County (Nashville), Tenn., is now open. For more information and to register, please visit [www.naco.org/](http://www.naco.org/).

## Nationwide Retirement Solutions

Yes, it's a bear out there, but there are opportunities too.

Even in tough investing conditions such as we've seen over the past 18 months, public workers thinking long-term can find opportunities for retirement investing. The first thing to remember is, although past performance can not guarantee future results, every recession since the Great Depression has been followed by a recovery.

Unfortunately, the odds against successfully timing a market – knowing when to get in and get out – are very long. So, if you have employees whose goal is to build assets for retirement income beyond what their pension may provide, it is likely they should be invested in the market, ready for any rally that may be coming.

As an official concerned about the welfare of your county's employees, or as a county employee yourself, you may be wondering how to not only survive current market conditions, but get ready for a potential market recovery. Invite Chad Christensen to your work areas to discuss these issues.

Chad Christensen is your local Nationwide Retirement Specialist, a salaried deferred compensation professional and registered representative of Nationwide Investment Services Corporation, member FINRA and affiliate of Nationwide Retirement Solutions. He is skilled at helping public workers understand what's going in the markets today, and to put them into perspective.

For example, Chad can help understand the importance of putting retirement portfolios on a well-balanced diet. Different types of investments usually involve different kinds of risk; through a process called diversification, you can help spread your risk around. Of course, no investing strategy – including diversification – can guarantee investment gains or insulate you from market losses, but by understanding how these strategies work, you may be able to lower your overall market risk, especially over the long term.

However, if you've spread your investments across more than one retirement plan, your portfolio may not be as well-balanced as you intend. In fact, research by Fidelity Investments found that one-third of American investors may not be as diversified as they think, specifically because they had more than one investment account. When you combine all of your retirement assets into one retirement account, you can more easily monitor how well they are diversified and rebalance them as needed. In many cases, because you often pay fees to each plan provider, you'll also reduce your overall costs.

Qualified retirement plans have many differences, including fees and when you can access funds. Assets rolled over from another qualified plan may be subject to both surrender charges or a 10% penalty tax if withdrawn before age 59½.

Let Chad Christensen help. As your local Nationwide Retirement Specialist, Chad can help recognize the value of your deferred compensation plan. Invite him to help:

- Enroll in a plan;
- Identify retirement goals;
- Determine contribution levels;
- Determine investment profiles;
- Understand the importance of diversification;
- Educate on holding on through the ups and downs of the market; and
- Keep track of the plan over time.

The information you receive from the retirement specialist is for educational purposes only and not intended as investment advice.

Nationwide Retirement Specialist Chad Christensen will be available for individual meetings as well as presentations as follows:

- April 14 - Floyd County
- April 15 - Bremer County
- April 16 - Blackhawk County
- April 17 - Butler County
- April 17 - Franklin County
- April 24 - Plymouth County Engineering Department
- May 11 - Crawford County
- May 11 - Carroll County
- May 12 - Boone County
- May 13 - Cerro Gordo County Benefits Fair
- May 14 - Kossuth County
- May 14 - Hancock County Memorial Hospital
- May 14 - Hancock County
- May 15 - Winnebago County
- May 15 - Wright County

Contact Chad Christensen at 402.730.6066 or [christc9@nationwide.com](mailto:christc9@nationwide.com).

NRM-68161A-IA (03/2009)  
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Nationwide Retirement Solutions (Nationwide) partners with the National Association of Counties (NACo) to provide counties and their employees with a competitive deferred compensation program. As part of this partnership, Nationwide pays a fee to NACo in exchange for NACo's exclusive endorsement, marketing support, and program oversight of Nationwide products made available under the program. For more information, including fees paid, Nationwide encourages you to visit [NRSforu.com](http://NRSforu.com).



## associate member highlight

### Purple Wave, Inc.

#### **Building the largest local market in the world**

*How Purple Wave, Inc. provides the State of Iowa with a unique auction solution to government surplus.*

In 2008, State of Iowa agencies began choosing Purple Wave Auctions for government surplus liquidation. Using Purple Wave's unique "Cliquidation" method of digital auctions, hundreds of items were publicly sold to the highest online bidder. From vehicles to office equipment, agencies increasingly turn to Purple Wave to solve liquidation challenges.

"Purple Wave is very proud to work with the State of Iowa. We believe our unique Cliquidation auction method can more efficiently convert surplus assets to income for the state," said Purple Wave CEO Aaron McKee. "With our blend of auction technology, online promotion and traditional marketing, we ensure assets receive the attention and care essential for a successful outcome."

As a full service auction company, Purple Wave offers sellers a complete auction solution. For every item available at auction, Purple Wave takes multiple photos to post on the web and accompanied by a detailed description and essential disclosure forms. Buyers search for items and bid online using the Cliquidation technology on [purplewave.com](http://purplewave.com). Purple Wave's full-service solution reduces the burden placed on sellers to upload item information to the Internet.

"It is our job to make the auction process as easy as possible for all of our consignors," said project manager Michael Mutter. "From picturing, items to lotting and listing, to collecting payment, Purple Wave takes care of it all."

At Purple Wave, teams of logistics, accounting and customer service staff support buyers and sellers through every facet of the auction process. Buyers can call Purple Wave with questions about the Cliquidation process. Meanwhile, sellers are not burdened by issues related to invoicing or payments.

"There are many reasons why Purple Wave has been so successful. One of the biggest reasons is the Purple Wave staff," said McKee; "Our staff excels at problems solving and customer service. We provide solutions to our buyers and our sellers and make the entire transaction feel effortless. Our services brought us success and our success brought Purple Wave growth."

With over 34,000 current registered bidders, Purple Wave is currently one of the nation's leading and fastest growing auction firms. Each month, approximately 1,200 new bidders register with [www.purplewave.com](http://www.purplewave.com) while 15,000 unique bidders participate in an auction during the same time frame.

If you are interested in more information about Purple Wave or if you would like consign items, please contact Purple Wave at [iowa@purplewave.com](mailto:iowa@purplewave.com) or call 877-242-8090. You can view more detailed information at [www.purplewave.com/iowa](http://www.purplewave.com/iowa).



## employment

### Wapello County Emergency Management Director

Wapello County Emergency Management Commission will hire a full time director beginning July 1, 2009. Salary \$36,000 and full paid family health insurance.

For more information call 641.683.4630 or send resume to Wapello County Board of Supervisors, 215 N. Court, Ottumwa, IA 52501. Deadline for resume April 15, 2009.

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*If you are interested in advertising in The Iowa County magazine please contact Rachel E. Bicego at 515.244.7181 or rbicego@iowacounties.org. Advertising information is available on ISAC's website, www.iowacounties.org, under corporate opportunities.*

*Past issues of The Iowa County can be viewed on ISAC's website, www.iowacounties.org, under news.*

**Editor's Note:** For consideration of materials to be published in *The Iowa County* magazine, please submit before the first Friday of the previous month. (Materials for the May 2009 magazine are due on Friday, April 3.)

Thank you! Rachel

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# calendar

## **April**

- 14 CCMS Administrators Training  
(Holiday Inn Northwest)
- 15 CCMS Cost Report/Support Staff Training  
(Holiday Inn Northwest)
- 30 ISAC Board of Directors Meeting  
(ISAC Offices)

## **May**

- 14 CCMS Advanced Case Management Meeting  
(Holiday Inn Airport)

## **June**

- 3 CCMS Supervisors Training  
(Holiday Inn Airport, Des Moines)
- 10 CCMS Board Meeting  
(ISAC Office)
- 10-12 ICIT Mid-Year Conference  
(West Des Moines Marriott)
- 12 CRIS Board Meeting  
(ISAC Office)
- 15-17 Assessing Officers (NCRAAO) Conference  
(Coralville)
- 17-19 CCMS Fundamentals Training  
(Holiday Inn Airport, Des Moines)

## **July**

- 15 ISAC Scholarship Golf Fundraiser  
(Jester Park, Granger)
- 16 ISAC Board of Directors Meeting  
(ISAC Office, Des Moines)
- 24-29 NACo Annual Conference  
(Nashville, TN)

## **August**

- 5-7 Recorders Summer School  
(Honey Creek Resort)
- 6-7 2009 Supervisors Executive Board Retreat  
(Holiday Inn at Ameristar Casino, Council Bluffs)
- 12-14 CCMS Annual Conference  
(Holiday Inn Airport, Des Moines)

## **September**

- 17-18 ISAC Board of Directors Retreat  
(Honey Creek Resort)

## **October**

- 21-23 CCMS Fundamentals Training  
(Courtyard by Marriott, Ankeny)
- 29-30 ISAC Board of Directors Meeting  
(ISAC Office, Des Moines)

## **November**

- 18-20 ISAC Fall School of Instruction  
(Coralville Marriott Hotel and Conference Center, Coralville)

## **December**

- 7-10 Iowa County Engineers Association Annual Meeting  
(Ames)
- 10 ISAC Board of Directors  
(ISAC Office, Des Moines)

Please visit ISAC's online calendar of events at [www.iowacounties.org](http://www.iowacounties.org) and click on 'Upcoming Events.' A listing of all the meetings scheduled thus far in 2008, agendas and meeting notices can be found on ISAC's website. A majority of ISAC's meetings offer online registration. If you have any questions about the meetings listed above, please contact Stacy Horner at (515) 244-7181 or [shorner@iowacounties.org](mailto:shorner@iowacounties.org).



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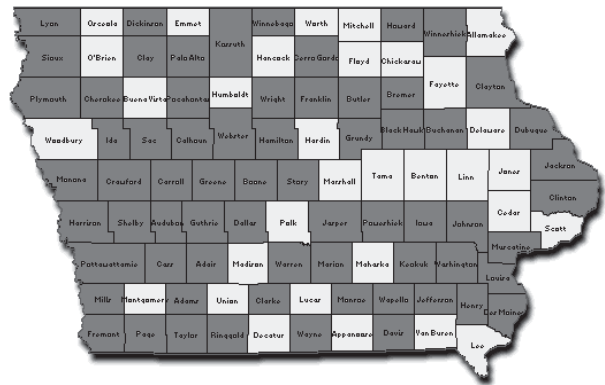
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**County Risk Management Services, Inc. (CRMS)** has provided marketing services for the Iowa Communities Assurance Pool (ICAP) and the Iowa Municipalities Workers Compensation Association (IMWCA) since 1987.



Its principals (clockwise from lower center: Clarence Hoffman, Fred Dolezal, Russ Sporer, Ken Bilbrey) work with local insurance agents across the state to introduce and represent these programs to Iowa Counties. Currently, sixty-seven counties are represented by CRMS and participate in one or both programs.

**IMWCA** was formed in 1981 to offer workers compensation and employers liability coverage to Iowa public entities. Current membership stands at 477 members (65 counties). **ICAP’s** inception was 1986. ICAP provides property and casualty coverages to 550 members (65 counties).

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