



A monthly newsletter published
by the Office of the Mayor
for City of Memphis Employees

February 2004

Letter from the Mayor

Let's Stay Focused

In times of great challenge, we must continue to stay focused on providing outstanding service to our customers, the residents of Memphis.

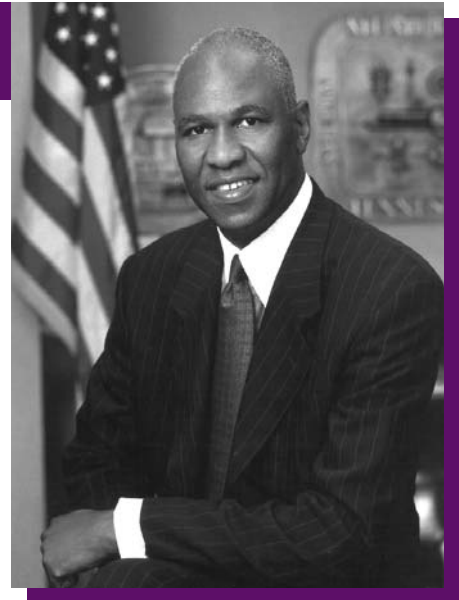
Challenges are unavoidable and necessary if we are to continue to grow as a city and as a municipal agency. We met many challenges in 2003 and faced them head on — performing feats we would not have imagined the year before. This year is no different.

The residents of Memphis deserve the best service we are able to provide. We are up to the challenge. Fire, police and sanitation services are absolutely essential and we provide these services and a myriad of others with quality on our minds and duty in our hearts. Please, let us continue to do so.

Over the years, The Memphis Poll has become an important measuring rod of our performance. Thanks to your outstanding commitment, year after year, Memphians praise us for the many services we provide, as well as give us valuable feedback that enables us to continue to improve the business of government.

We recently celebrated the life of Civil Rights leader Dr. Martin Luther King Jr. He led a movement that told people who faced tremendous adversity to keep their eyes on the prize. Our prize is our commitment to provide quality and consistent service to those who rely on us the most — the residents of Memphis. Let us focus on this prize and we will see our way through.

Thank you for your outstanding service and continued commitment to this great city.



Mayor Willie W. Herenton



HAPPY NEW YEAR!

Members of the Yo! Memphis Show Choir proclaimed Mayor Willie W. Herenton as their hero during the mayor's inaugural prayer brunch on New Year's Day. Mayor Herenton was the force behind the creation of Yo! Memphis, a program that targets at-risk youth in designated communities in Memphis. The youth thanked the mayor for believing in them, "rescuing them" and giving them hope for the future.

Antonio Perkins and Gabrielle Williams of Yo! Memphis

DIVISION NEWS

EMERGENCY MANAGEMENT AGENCY

Are you ready for a disaster?

An emergency or disaster can occur anytime and anywhere. When an earthquake occurs in Memphis and Shelby County, will you and your family or your coworkers and friends be ready? If the answer is no, or if you simply do not know, the Emergency Management Agency (EMA) can help with its free CERT (Certified Emergency Response Training) classes.

CERT classes are given periodically to train area residents on disaster preparedness, fire suppression, medical first-aid and triage, search and rescue and disaster psychology. Having these basic skills enable residents to respond in the aftermath of a tornado, flood, earthquake or other disaster when basic services such as fire, police, emergency medical, gas, water, electricity and telecommunication are not available.

EMA training officer Wendy Cantrell stresses that disaster training for employees and their families is crucial to employee performance. "If we know our families are safe and know they know what to do when disaster strikes, we can do a better job because we are not worrying about them," Cantrell said.

CERT students will receive 16 hours of training over two days on the weekend. Training is scheduled from 8 a.m.-4:30 p.m. each day and students are required to attend both days. Two classes are scheduled for Feb. 21-22 and Feb. 28-29. Each class must have a minimum of 15 students. February 16 is the deadline to sign up for the Feb. 21st class and Feb. 23 is the registration deadline for the Feb. 28th class. Classes are subject to cancellation if there are not enough students enrolled.

Call Wendy Cantrell at 458-1515 to sign up or for more information about the training.

GENERAL SERVICES

Memphis City Beautiful receives national honor

Memphis City Beautiful recently received the Keep America Beautiful President's Circle Award for conducting an annual Litter Index, calculating its (litter prevention) cost/benefit ratio, and engaging volunteers to take greater responsibility for their community environment.



(l-r) Memphis City Beautiful's Cyndy Grivich and Eldra White accept national award from Keep America Beautiful President G. Raymond Empson.

In addition, Memphis City Beautiful conducted activities in Keep America Beautiful's (KAB) three core focus areas of litter prevention, waste reduction, and beautification/community improvement.

Garnering such recognition is no small feat. "By enabling people of all ages to participate in community improvement efforts, Memphis City Beautiful is represented among the best in promoting the values Keep America Beautiful espouses nationally," said Keep America Beautiful President G. Raymond Empson.

CAFÉ OPENS IN CITY HALL

The café downstairs on floor 1B has reopened as the Pyramid Café! Employees and visitors can enjoy homestyle food from a huge menu that includes a variety of sandwiches, salads, and desserts, as well as daily hot lunch specials. The café serves breakfast and lunch. The operating hours are 7 a.m. - 3 p.m. Call the owners Sherman and Alicia Pryor at 529-4079 to request a menu, place an order or to inquire about the daily special. Faxed orders also are accepted at 529-4007.

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DIVISION NEWS

“A cleaner Memphis starts with you — it is up to each of us to make it our personal responsibility to maintain our community,” said Eldra White, Executive Director of Memphis City Beautiful, who is proud of her staff, volunteer and commissioner’s accomplishments and honored to receive national recognition for their daily efforts. “City Beautiful strives for excellence to educate and involve citizens on a routine basis,” she added.

In 2003, more than 45,000 volunteers participated in City Beautiful projects and 174 clean ups were conducted throughout the city.

KAB introduced the President’s Circle Award this year to recognize exemplary efforts of KAB affiliates to reduce litter, minimize waste, and beautify and improve their local communities.

PUBLIC WORKS

Recycling in 2003 was “RE”markable!

Public Works officials are “re”joicing following a banner year in recycling. The volume of recycling material collected by Solid Waste Management personnel in 2003 exceeded the year 2002 record by a whopping 1,026 tons or 11 percent!

Memphis residents recycled more than 9,836 tons of newspaper, office paper, junk mail, magazines, glass bottles, plastic containers and aluminum and steel cans in their curbside recycling bins and at the City’s three drop-off centers.

Eleven of 2003’s 12 months produced record volumes and December was the first month to exceed 1,000 tons.

So what’s up with recycling and why is the volume higher? According to Recycling Coordinator Joy Williams, several factors contributed to the increase. “Memphians are warming to recycling more and more each year,” Williams said. “Consequently the participation level is continuing to grow.”

According to Williams, the annexation of Countrywood and Hillshire added new participants to the City’s core group of regular recyclers. Also, many residents found THE CURBSIDE CASH GIVEAWAY II recycling contest to be a fun and rewarding way to participate. Another factor was a third recycling drop-off center that was established on Walker Street at Cooper for residents of apartments, condos and private developments in the midtown area who previously did not receive curbside recycling service.

Last, but certainly not least, Joy believes greater recycling participation was achieved through the ongoing training of recycling crew and supervisory personnel that has helped to improve the overall quality of recycling service.

Regardless of why recycling continues to gather strength, it has been a positive addition to Solid Waste Management’s menu of services. According to the City’s 2003 Solid Waste Plan Update to the State of Tennessee, recycling in government buildings, at single family homes and multifamily housing, combined with the City’s yard waste recycling program, have collectively saved the City more than \$1.5 million in unnecessary landfill fees, while generating more than \$330,000 in much needed revenue during 2003. Six years ago, achieving 9,836 tons of recyclables was only a dream. Today, 10,000 tons looks like a strong possibility. Let’s make it happen in 2004!



(l-r) Records Management Supervisor James Huckabee and Solid Waste Management Clerk Tamara Walthall draw entries THE CURBSIDE CASH GIVEAWAY II recycling contest.

A Historic Day

Mayor Willie W. Herenton sworn in for unprecedented fourth consecutive term; City Council welcomes new members Chumney and McCormick

Jan. 1, 2004, was a historic day. Hundreds of friends, family and Memphis residents gathered at the opulent Cannon Center for the Performing Arts to see Mayor Willie W. Herenton and members of the City Council sworn in office.

Mayor Herenton made history on Oct. 13, 2003, when he became the first mayor in Memphis history to be elected to serve four consecutive terms as mayor.

“I am humbled by the confidence the voters have shown in me,” stated Herenton during his inaugural comments. “Our city’s best days are ahead,” he added.

Also sworn in were those elected to serve on the Memphis City Council. Among them were two newcomers to the Council: local attorney and former Tennessee state representative Carol Chumney and political newcomer Scott McCormick who defeated 27-year incumbent Pat Vander Schaaf. Joe Brown is this year’s City Council Chair.

City Court judges Jayne Chandler and Tarik B. Sugarmon also took the oath of office. Judge Earnestine Hunt Dorse was absent.



Mayor Willie W. Herenton takes oath of office for his historic fourth consecutive term.



New City Council member Scott McCormick takes the oath of office following his stunning victory over long-time council incumbent Pat Vander Schaaf.



New council chair Joe Brown (far left) takes oath along with new council member Carol Chumney (center) and incumbent Edmund Ford (far right).

FAREWELL!

Three directors retire; City Attorney retires later this month

This year's annual directors luncheon was more poignant than others in years past. Several City directors said farewell to the City after decades of service. Among them were Fire Director Chester Anderson, General Services Director Rodney 'Butch' Eder, Public Services Director Donnie L. Mitchell and City Attorney Robert L. Spence. Together, they represented more than 90 years of service. Anderson, Eder and Mitchell retired Dec. 31, 2003.

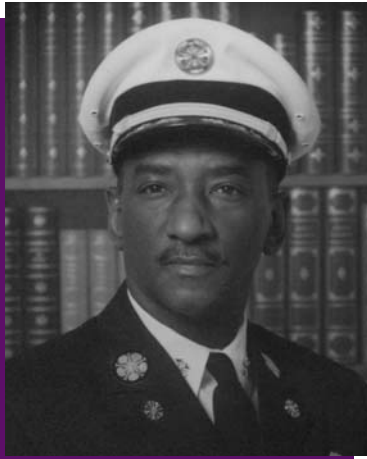
Anderson joined Fire Services in 1972 and worked his way up through the ranks to become Fire director in 2000. Prior to serving as director, Anderson served as the Chief of Emergency Operations where he supervised the Fire Suppression Bureau and the Emergency Medical & Training Bureau.

Eder began his career with the City in 1982 as an administrative environmental engineer. He served as the deputy director of the Public Works division from 1988-1997 prior to his appointment as the director of the General Services Division in 1997.

Mitchell began his career in City government 30 years ago in the Engineering Office. He later transferred to the Division of Housing and Community Development where he served as manager of the Code Enforcement Department until his appointment as director of Public Services & Neighborhoods in 1998. Keenon McCloy, the divisions deputy director, was appointed as the new director.

Appointed City Attorney in 1997, Spence deftly juggles a multiplicity of responsibilities, including serving as chief legal counsel for the City, regularly briefing the mayor on current issues, and attending city council committee meetings. As City Attorney, Spence, who retires later this month, also works with divisions throughout City government on special projects. Interim director of Human Resources Sara Hall will replace Spence as City Attorney.

**CHESTER
ANDERSON
RETIRED AFTER
31 YEARS OF
SERVICE.**



**RODNEY 'BUTCH'
EDER RETIRED
AFTER 21 YEARS
OF SERVICE.**



**DONNIE L.
MITCHELL
RETIRED AFTER
30 YEARS OF
SERVICE.**



**ROBERT L.
SPENCE, AT HIS
RETIREMENT, WILL
HAVE SERVED
12 YEARS.**



I N S I D E INNOVATIONS!

CITY WELCOMES NEW IT DUO

Information Services has two new leaders with different approaches to information technology, better known as IT.

Newly appointed Chief Information Officer Darryl Anderson rattles off IT philosophy with the precision and acuity of a military drill team.

His counterpart, Deputy Chief Information Officer Rodney Crenshaw has a softer, more laid back approach.

With the marriage of these two approaches, the duo moves full steam ahead with their plans to improve the City's technology.

"Our information technology infrastructure is key to our city reaching the mayor's goal of making Memphis a tier-1 city," Anderson said. "We are growing the City from the inside out."

Crenshaw, on the other hand, emphasizes the human element. "I want to be sensitive to the employee's needs," he said.

Anderson identified five major projects that he, Crenshaw and their staff are undertaking to improve the City's technology. "Right now, we are working to build up our network's capacity," Anderson said. "We want to put everyone on one network,"



New Chief Information Officer Darryl Anderson (seated) and Deputy Chief Information Officer Rodney Crenshaw team up to take help "grow the city from the inside out."

he added. Anderson says divisions such as Police and Fire currently operate on different networks than other employees. Anderson and Crenshaw anticipate that everyone will be on the same network within two years.

He and Crenshaw also have initiated a desktop standardization project that will ensure that every desktop in City government meets certain hardware and software specifications. Also in the works are the \$18 million Motorola radio upgrade for Police and Fire and the \$9 million Oracle implementation project.

"It is crucial that we manage our data assets more efficiently — this includes our financial and human

continued on next page

YOU'RE AWESOME

The following are City Government sweethearts who have given back to their co-workers and peers.

Thank you and Happy Valentine's Day.

Peter Alfonso	Andrew Jones
Stephen Allen	<i>Taunya Jumper</i>
<i>Tiffany Anthony*</i>	William "Tom" King
Timothy Arnold	Ken Martin
<i>Deborah Banks</i>	Paul Mask
Ava Bishop	<i>Jenice Mays*</i>
<i>Robert Bishop</i>	<i>Venita McNeal</i>
Louvenia Boone	Jimmy Miller
<i>Chantay Branch</i>	<i>Diane Minton</i>
Rickey Bramlet	<i>Jaye Mosby-Wharwood</i> Albert
Michael Brower	Myers, Jr.
Keith Bundrum	<i>Suzanne Ratliff Nancy</i>
<i>Barry Burton</i>	<i>Reppond</i>
<i>Barbara Butler</i>	<i>Keith Richardson</i> Gilbert
Kevin Chumley	Rivera
<i>Karen Chunn</i>	<i>Shirlean Robertson</i>
Kimberly Curan	<i>Eric Sabatini</i>
William Dae	<i>Dan Screano</i>
<i>Damon Davis</i>	Lamont Sprouse
<i>Bridgette Dickerson</i>	<i>William Steward</i>
Paul Evans	<i>Estelle Sowell</i>
<i>Margaret Ferguson*</i>	John Sumlin
Randall Fowler	<i>Maria Taveras*</i>
Leon Foxx	Charles D. Taylor
<i>Barbara Gales</i>	Connie Taylor
<i>Wain Gaskins</i>	<i>Sandra Taylor</i>
<i>Pearl Gibson*</i>	<i>Vicky Taylor*</i>
Roderick Grigsby	Rodney Thomas
Jeffery Haggans, Jr.	Andre Torry
Terrence Hampton	<i>Jada Turner</i>
<i>Survon Harper</i>	Daniel Verburg
Rachelle Hart	<i>Belinda Vinson</i>
Woodrow Hentz, Jr.	<i>Georgette Walls</i>
Christina Herr	<i>Mae Walls</i>
<i>Georgia Holley</i>	Larry Weston
Paul Holloway	Thomas Whitehouse
Donald Hudgins	<i>Berlinda Williams</i>
Michael Johnson	Neil "Tad" Wright

* Indicates recipients who received multiple "...Awesome" notes this month. Italicized names are electronic ...Awesome recipients Dec. 11, 2003 – Jan. 10, 2004.

"You're Awesome" forms are available in the Quality and Professional Development Service Center (Rte. #66, 4225 Riverdale Road), and from Quality Coordinators/Trainers and Division Directors.

resources data," Anderson said. "Oracle is cutting-edge technology that will help us do this."

As Anderson envisions the benefits the City will reap through the consolidation and standardization of its technological resources, Crenshaw focuses on his customers. "I think the key to our success is for us to be more customer oriented," Crenshaw said. "This will ease employees' tension and resistance to technological change," he added. "We want to make sure that what we are doing helps employees do their jobs better."

Anderson and Crenshaw bring decades of experience to the City of Memphis. Anderson is no stranger to municipal government. Prior to coming to Memphis, he served four years as executive director of the D.C. Office of Cable Television and Telecommunications, an appointment under Washington, D.C. Mayor Anthony A. Williams. Prior to that, he worked for the City of Murfreesboro, TN, and the City of Oakland, CA. A native Tennessean, Anderson earned degrees from Murray State University in Kentucky and Middle Tennessee State University in Murfreesboro. He also lectured at Austin Peay State University in Clarksville, Tennessee.

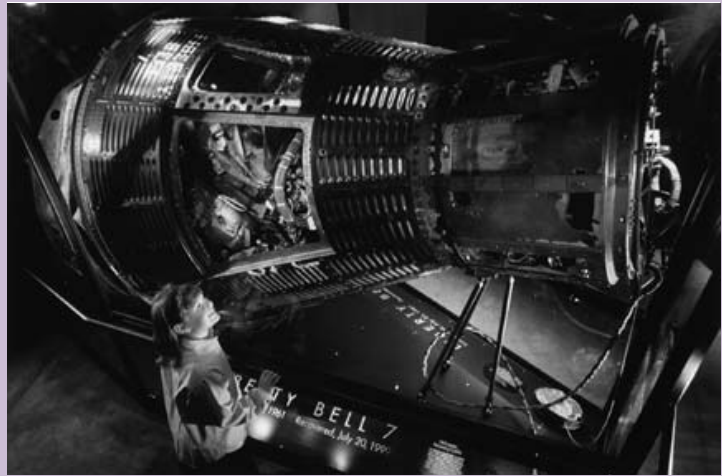
Crenshaw has worked in IT for 20 years. Prior to coming to the City, he worked as an IT consultant for the Huntington Group, a local firm that specializes in IT placements. A native of Huntsville, AL, Crenshaw has earned a bachelor's degree in business management and is completing his master's in information systems.

Anderson thinks that he and Crenshaw are a good fit. "I am throwing these balls out about our lofty goals, while Rodney catches them and puts them in the right bucket," said Anderson of his right-hand man. "I come out of the gate running full speed — Rodney makes sure I don't run into any walls."

MARK YOUR CALENDAR

PINK PALACE FAMILY OF MUSEUMS

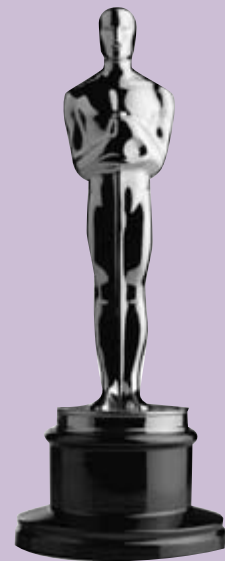
Feb. 7 – May — *The Lost Spacecraft: Liberty Bell 7 Recovered* in the Bodine Exhibit Hall at the Pink Palace Museum will take you a step back in time to discover a small bell-shaped spacecraft that has a crack painted down its side to resemble its namesake. The Liberty Bell 7 spent about 15 minutes in space and 38 long years on the ocean floor. A symbol of hope for American supremacy in the space race during the Cold War, Liberty Bell 7 represented the second manned U.S. space flight, part of NASA's Project Mercury in the 1960s. This exhibit contrasts the environment of The Cold War Era with the state-of-the-art technology that enabled explorers in 1999 to raise the capsule lost at sea in 1961. Admission is \$8 for adults, \$7.50 for seniors and \$5.50 for children. Members are admitted free. Group rates are available. For more information, call (901) 320-6362.



Liberty Bell 7 Recovered exhibit

Feb. 29 — *Oscar Night® America* at the Pink Palace Museum from 6 p.m. to midnight. The red carpet has been rolled out. The gold statuettes are all lined up. The envelope, please! Join the Pink Palace for this one-of-a-kind gala black-tie celebration. This party is the only Oscar® party in Memphis officially sanctioned by the Academy of Motion Picture Arts and Sciences. Those attending this black-tie affair will be entertained by a live broadcast of the 76th Annual Academy Awards Ceremony from Hollywood. They will have the opportunity to receive the same official programs and posters as attendees at the Academy Awards Ceremony. There will be celebrity appearances, Oscar trivia games, door prizes, fantastic musical entertainment and much more. All proceeds from this special evening go to support The Ronald McDonald House and

the Pink Palace Family of Museums. Sponsorships for Oscar Night America 2004 begin at \$500. Single tickets to the black-tie gala are \$125. For more information or reservations, please contact Julie Speck at (901) 320-6412 or Lindy Shockley at (901) 312-7479.



City Pride is a monthly newsletter published by the Office of the Mayor for city employees. Deadline for submissions is the first week of the month prior to the next issue.

Special thanks to the following contributors: Andy Ashford, Wendy Cantrell, Karen Chunn, Dan Hope, Paula Polite, Berlinda Williams, and Glen Yaun.

Editor: Daphne J. Thomas

Comments, suggestions and submissions are welcome. Call Daphne J. Thomas at 576-6006.