



A monthly newsletter published
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for City of Memphis Employees

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Letter from the Mayor

A ROADMAP TO THE FUTURE

I, members of the Memphis City Council, and division directors met last month to take the first step in a long journey to our city's future. We convened to discover ways we could work together to achieve improved results for Memphis.

Robert Lipscomb and his staff of the Housing and Community Development Division and the Memphis Housing Authority developed *City of Memphis Strategic Plan: 2006-2010*. The plan is a roadmap that spells out the process by which all parties will cooperate to overcome such challenges that face our city as poorly performing public schools, poverty, population loss, urban sprawl and much more. These issues are too massive for one group to tackle alone.

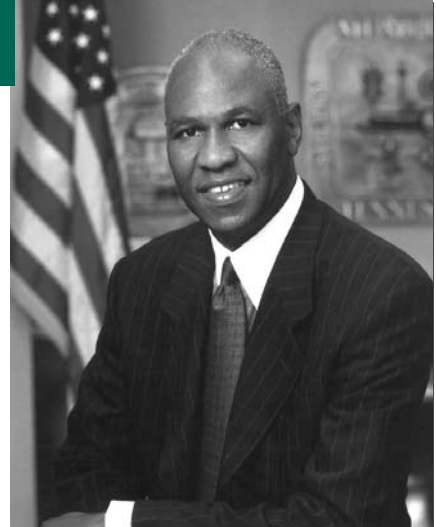
The old adage about eating an elephant a little at a time does not address the power and effectiveness of collaboration. Our new strategic planning process does.

During our session, professional facilitators from the private sector provided an overview of our city's strengths, weaknesses, opportunities and threats, better known as a SWOT analysis. This sobering information provided a snapshot of our city today and a projected view of it tomorrow.

Our strengths include our fantastic location on the Mississippi River, rich music tradition, relatively low energy costs, downtown renaissance, and more. Some weaknesses include residential and business flight, high property taxes, and high crime and poverty rates. We have the opportunity to develop a new vision for public schools, create a highly skilled workforce, and attract new businesses to lower our unemployment rate. The SWOT analysis identified the philosophical differences among our city's leadership and the lack of a long-term strategy embraced by our city's key stakeholders as threats to our community.

Our next step is to meet early next year to form steering committees and begin additional action plans. If we continue to maintain the status quo, according to the data presented, our future will not be as bright as it could be. For this reason, our executive and legislative branches have come to the table and are poised to work cohesively to pool our resources, power, influence and experience to ensure Memphis' future is as bright as it can be.

More than ever, I believe Memphis' best days are ahead.



Mayor Willie W. Herenton

DIVISION NEWS

GENERAL SERVICES

The trolley chase

What would you do if you saw a woman yelling and chasing a trolley down Main Street? When General Services' groundsman Eddie Donaldson saw this scene, he took action.

As Donaldson went about his usual job of maintaining the lights in City facilities along the Downtown Mid-America Mall, he noticed Memphian Duana Lofton yelling and frantically running after the trolley. He asked to assist her. She told him she left her purse on the trolley and that she was desperately trying to catch it because her purse contained some extremely valuable items. Donaldson got into his truck, chased the trolley down the mall and finally flagged it down. He retrieved Lofton's purse and returned it to her with her valuables intact.

A husband, father and grandfather, Donaldson shrugs at his act of kindness. "She looked hysterical and I just wanted to help her," Donaldson said. "I would want somebody to do it for me or my wife."

Congratulations, Eddie on a job well done!



Eddie Donaldson

POLICE SERVICES

Council confirms director

The Memphis City Council at its Nov. 9 meeting confirmed Larry Godwin as the director of Police Services. Godwin has served as interim director since August.



Larry Godwin

A 31-year veteran of the Memphis Police Department, Godwin previously served as a metro narcotics officer, a patrolman and sergeant. In 1992, he was promoted to the rank of lieutenant and assigned to the Crime Response/Bomb Unit as a shift supervisor. In 1998, he was promoted to the rank of major and subsequently assigned as commander of the Crime Response/Bomb Unit. In 2001, he was promoted to the rank of Inspector and selected to serve as commander of Special Services. On April 14, 2003, he was appointed deputy chief of Special Operations.

Also, Earnest Dobbins, former major and commander of the T.A.C.T (Tactical Apprehension Containment Team) unit, replaced Ray Schwill as deputy director this past August. Dobbins has served on the force in several capacities over the past 29 years.



Earnest Dobbins

Mayor Willie W. Herenton in August gave both Godwin and Dobbins high marks for their dedicated service. "I have every confidence these gentlemen will do an outstanding job reducing crime in our community," stated Herenton. "There is 60 years of experience between them."

Congratulations Director Godwin and Deputy Director Dobbins!

Grants galore!

The U.S. Department of Justice awarded the Memphis Police Department's Gang Resistance Education and Training unit (G.R.E.A.T.) \$175,110 to help youth avoid gang membership and develop a positive relationship with law enforcement. G.R.E.A.T. is taught to seventh grade Memphis City Schools students using a curriculum that consists of 13 core lessons taught one day a week for 45 minutes to an hour.

The lessons include such topics as "Getting Along Without Going Along," "Keeping It Real" and "Where Do We Go From Here?" The G.R.E.A.T. unit anticipates reaching 5,000 Memphis City

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Schools students in 2005. Also, next year the unit will add the “Family” component to its curriculum. This component consists of five facilitated sessions that include group interaction, activities, and skill building to engage parents and students in positive family behavior and development.

In other grant news...

The Memphis Police Department (MPD) received a \$949,116 grant from the Governor’s Highway Safety Office to enhance traffic enforcement. The primary goal of this project is to increase police contact with traffic violators before crash, injury or property damage occurs.

The MPD traffic unit coordinates enforcement activities with the Bartlett, Collierville, Germantown and Millington Police departments, and the Shelby County Sheriff’s Office. Each law enforcement agency targets traffic violations such as speeding, failure to yield, failure to wear a seat belt and disregarding a stop sign or red light. The purpose of enhanced enforcement activities is to create a safer environment for citizens on the streets of Memphis and Shelby County.

PUBLIC WORKS

Hundreds drop hazardous waste

For the second year in a row the annual Public Works household hazardous waste collection event fell on a rainy day. Despite the inclement weather, the event was a success. “The weather presented

no major problems and the turnout was great,” Compost Manager and event coordinator Jean Soucy said.

The weather, nor the fact that Tennessee was playing Georgia in football on television that day seemed to deter or dampen the spirits of many residents. The turnout was the second largest in Memphis history. Residents brought tons of household paints, chemicals and other hazardous materials to Tim McCarver Stadium’s parking lot.

“After last year’s rainy event, which produced a surprising record turnout for Tennessee, we were prepared for whatever Mother Nature would give us this year,” Soucy said. “So, we donned our rain gear once again, put on our smiles, lined up the cars and had an enjoyable and rewarding day helping the public.”

More than 1,350 vehicles, representing an estimated 2,000 homes, took advantage of the collection event and participants didn’t seem to mind waiting a short time in line. While vehicles followed a serpentine route through the parking lot to the drop-off area, volunteers surveyed drivers for their opinions and how they learned about the event. Fifty-two percent said they learned about the event from garbage cart hangers left by solid waste crews, while others said they were informed by newspaper articles, utility bills, radio and television news and a variety of other means.

Comments ranged from “wonderful” and “glad,” to “thrilled” and “tickled.” But,

complements aside, the real satisfaction could be seen in the faces of the many City employees who volunteered their time to help residents rid their homes of potentially dangerous materials and unwanted electronics.

The thousands of gallons of paint and chemicals that were collected will be recycled. Also, more than two tractor trailer loads of old computers and other electronics were collected by local recycler 5R Processors.

Recycling and Composting Administrator, Andy Ashford summed up the event: “Thanks to the support of the State of Tennessee Department of Environment and Conservation and the conscientiousness of many Memphians, both as participants and volunteers, we were able to have another successful event.

“These events are great for gauging public interest and based on this year’s participation and comments, Memphians are making it clear they want more access to hazardous waste disposal opportunities. Public Works recognizes this fact and is exploring ways to satisfy this need and demand,” Ashford said.

Special thanks also go to City of Memphis employee volunteers Cyndi Grivich Tucker, Adrienne Pinson, Cindy Black, Barry Levine, Henry Nakayama, Joy Williams, Tom Lawrence, Leon Strickland, Louis Henderson, Tony Barbaro and Public Works Director Jerry Collins.

Go Public Works!

CQI CORNER

Continuous Quality Improvement

ANNUAL LEADERSHIP FORUM WRAP UP

The Annual Leadership Forum ended “Quality Month” on a high note. More than 350 City employees attended the event and enjoyed the speakers who delivered special presentations based on this year’s theme of “Bridging the Gap Between Customers and Service.”

“I believe that at the end of the day, everyone left with a new skill or technique and hopefully an exciting new approach to delivering quality customer service,” said Quality and Professional Development manager Berlinda Williams-Strong.



Humorist Bobbie Staten keeps forum-goers laughing as she tells her life story and gives tips on how to be happy in life.



Lenora Billings-Harris uses characters from The Wizard of Oz to convey the importance of diversity in the workplace.

June Smith of Human Resources enjoys the speakers' humorous anecdotes.



LEARN HOLIDAY FIRE SAFETY

The holiday season presents special dangers to families. Each year thousands are seriously injured and/or become deathly ill due to residential fires. The holiday season is a busy time for many— a time of planning, shopping, cooking and baking, rushing to and from parties and get-togethers with relatives and friends. Oftentimes during the hustle and bustle of the holidays we get caught up in the atmosphere and decorations and we forget about fire safety.

Employees can learn valuable fire safety tips at the Fire Awareness for the Holidays Brown Bag Luncheon on Dec. 8 at noon in the Hall of Mayors at City Hall. Fire Marshall Ronald Brown will tell employees how to keep their holidays fire-free. Call Quality and Professional Development at 576-6424 for more information.

In other training news... the training course *Managing Our Way* is scheduled for Dec. 14-16 from 8:30 a.m. to 4:30 p.m. City managers and supervisors who have not had this training can sign up by calling QPD and requesting a registration form.

YOU'RE AWESOME!

Congratulations to the following ...*Awesome* employees for providing outstanding customer service to their fellow employees and the residents of Memphis:

<i>Deneen Al-Sadi</i>	<i>Peggy Duncan</i>	<i>David Lovell*</i>	<i>Vicki Stewart*</i>
<i>Demetria Adair*</i>	<i>Rose Echols</i>	<i>Carolyn Loyd</i>	<i>Connie Taylor</i>
<i>Ora Applewhite</i>	<i>Lorene Essex</i>	<i>Nadolyn Matlock*</i>	<i>Dana Taylor</i>
<i>Andre Ashford</i>	<i>Carolyn Farmer*</i>	<i>Monica McMorise</i>	<i>Jada Turner</i>
<i>Deborah Banks</i>	<i>Tonjala Flowers*</i>	<i>Cecilia Metcalf</i>	<i>Matthew Turner</i>
<i>Louvena Boone</i>	<i>Tammy Franklin</i>	<i>Edna Middleton</i>	<i>Roxie Turner</i>
<i>Felecia Boyd*</i>	<i>L. J. Frasier</i>	<i>Traci Munn</i>	<i>Charlotte Vaughn</i>
<i>Chantay Branch</i>	<i>Michael Freeman</i>	<i>Lavern Partee*</i>	<i>Belinda Vinson*</i>
<i>Rhonda Budde</i>	<i>Teresa Garner*</i>	<i>Ina Phelps</i>	<i>Loralon Walker*</i>
<i>Barry Burton</i>	<i>Star Gaskins</i>	<i>Marilyn Pickens</i>	<i>Georgette Walls</i>
<i>Barbara Butler*</i>	<i>Pearl Gibson</i>	<i>George Poindexter</i>	<i>Mae Walls*</i>
<i>Darryl Brady</i>	<i>LaSonya Hall</i>	<i>Suzanne Ratliff</i>	<i>Karen Ward</i>
<i>Jimmy Camurati</i>	<i>Timothy Hamilton</i>	<i>Luey Rhodes</i>	<i>Lasandra Warren</i>
<i>Virgie Chaffen-Munn</i>	<i>William Hamilton</i>	<i>Jennifer Richardson</i>	<i>Kimberly Watson</i>
<i>Brenda Clark*</i>	<i>Carol Handy*</i>	<i>Eric Sabatini</i>	<i>Kristi Watson*</i>
<i>Brian Conner</i>	<i>Elores Hicks</i>	<i>William Sawtelle</i>	<i>Tammy Westbrook</i>
<i>George Cox</i>	<i>Etoile Jackson*</i>	<i>Betty Seay</i>	<i>Barbara White</i>
<i>Lolita "Kay" Crutcher</i>	<i>Elbert Jefferson</i>	<i>Maria Setters</i>	<i>Angela Williams</i>
<i>Damon Davis</i>	<i>Terre Johnson</i>	<i>Donald Skinner</i>	<i>Berlinda Williams</i>
<i>Andre Cleveland</i>	<i>Wanda Johnson</i>	<i>Estelle Sowell</i>	<i>Rochelle Williams</i>
<i>Brian Conner</i>	<i>Matthew Jordan*</i>	<i>Mike Spencer</i>	<i>Gwen Willingham</i>
<i>Karen Dickey</i>	<i>Taunya Jumper</i>	<i>Aubrey Smith</i>	<i>Sophia Wordlaw*</i>
<i>Eddie Donaldson</i>	<i>Dedrienne McKenzie*</i>	<i>June Smith</i>	<i>LaFayette Young</i>
	<i>Thomas Lawrence</i>	<i>William Starrett</i>	

* Denotes two or more "...Awesome" notes received. List includes recipients who received electronic ...Awesomes October 20 – November 19, 2004.

"You're Awesome" forms are available at the Quality and Professional Development Service Center (4225 Riverdale Road, Route #66) or from Quality coordinators/trainers and division directors. Also, employees can send electronic ...Awesomes via the City's Intranet site.

MARK YOUR CALENDAR

PINK PALACE FAMILY OF MUSEUMS

Now showing at the Union Planters IMAX Theater® through Jan. 2, 2005 — *Santa vs. the Snowman*. This holiday season, Steve Oedekerk, O Entertainment and IMAX® break new (and frozen!) ground by bringing you the first ever IMAX animated holiday feature – a wildly revolutionary Yuletide story for the new millennium. *Santa vs. the Snowman* tells the heartwarming story of a lonely Snowman who, at first, is swept away by the magical wonders of Santa's Village, only to ultimately wage war on Santa because he is jealous of all the attention that Santa gets during Christmastime. What ensues is a polar feud of hilarious proportions where ultimately friendship reigns supreme and audiences are rewarded with a heart-melting holiday film.

Tickets are \$7.50 for adults, \$7 for seniors and \$6 for children ages 3-12 years old. Group rates are available. For general IMAX information, call (901) 763-IMAX. For tickets and reservations, call 320-6362.



Santa vs. the Snowman

Now showing at the Sharpe Planetarium — *Holiday Laser Spectacular*. Treat yourself and your family to one of the Planetarium's most popular annual presentations. The *Holiday Laser Spectacular* is a feast for the senses. Fun for the whole family, the show features fanciful laser images dancing on a star-filled dome to traditional holiday music. This year's all new show includes songs such as *Here Comes Santa Claus*; *Frosty the Snowman*; *A Holly Jolly Christmas*; *Twelve Days of Christmas*; *Run, Run, Rudolph*; *Carol of the Bells*; *I'll Be Home with Bells On*; *Jingle Bell Rock*; *I Want a Hippopotamus for Christmas*; *I'll Be Home for Christmas*; *If Every Day Was Like Christmas*; *I've got My Love to Keep Me Warm*; and, *Fairies*. *The Holiday Laser Spectacular*

shows Monday through Friday at noon and 3 p.m., and on Saturdays and Sundays at 3 p.m. through Jan. 2, 2005. The Planetarium is closed Dec. 24 and 25, 2004, and Jan. 1, 2005. Admission is \$4.25 for adults and \$3.75 for seniors and children. Pink Palace Family of Museums members get a \$1 discount. Group rates are available. For more information, call (901) 320-6362.



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Special thanks to the following contributors: Andy Ashford, Cynthia Banks, Felecia Boyd, Dan Hope, Paula Polite, Berlinda Williams-Strong, and Glen Yaun.

Editor: Daphne J. Thomas

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