

# Advantage

July 2014

## *Nurturing Innovation*

*County Joins  
Alliance for  
Innovation*

*Employees  
In the  
Spotlight*

MCDOT's Paul Driver  
and OET's Barbara White

## **Making an Impact**

**Supervisor  
Steve Chucri  
Receives Chamber of  
Commerce Sentinel Award**

## **Getting Strategic**

*Board of Supervisors  
Adopt New 4-Year Plan*

## **Earth Day**

**MCDOT  
Volunteers  
Clean-up**

## **Great Reading Adventure**

**Library's Web App Aids  
Summer Reading**





**REDUCED PRICES FOR  
COUNTY EMPLOYEES!**



# AMAZING SUMMERS START HERE!

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Summer Day Camp Programs at the YMCA are about discovery, fun, finding new talents, trying new activities, gaining independence and making new friends! We have highly trained staff that will make the hot Arizona Summers feel like a breeze. Every week is themed differently, so you can pick your favorite week, or sign up for the entire Summer. We have easy payment options and early bird specials. Come check us out and see for your self!

### DETAILS\*

Camp is for kids ages 5 to 11. It starts May 27th to August 8th and will be available Mondays to Fridays from 7AM to 6PM. Use your County/YMCA benefit and if a member, receive a **15 % Discount** on Day Camp for all County employees.

### VALLEY OF THE SUN YMCA

350 N. 1st Ave, Phoenix, AZ 85003  
602-404-9622  
valleyYMCA.org



\* Summer Camp details may vary per branch



# ADVANTAGE®

A PUBLICATION OF  
THE OFFICE OF THE  
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Board of Supervisors

Office of Enterprise  
Technology

County Manager

Human Resources

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### Cover

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Impact Award from  
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Consolidation



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# From the Publisher



Dear Advantage Reader:



Summer time in Maricopa County can be hot, sticky and stressful. Something about the sweltering weather makes us irritable and short-tempered. At least I know that is true for me. When you feel the sizzling summer turning your temperament negative, take a deep breath. While our summers are sometimes trying, we live in a gorgeous environment. Most of the country is envious of us in the Fall, Winter and Spring. There are good things that come with our summer heat. Traffic is better, the monsoons bring us Mother Nature’s water and light shows, and the kids are happy enjoying vacation from school. Many of us travel to see new places or to catch up with family and friends. The weather will begin to cool down in the next couple of months, and family and friends will be calling you to visit this beautiful desert. Be happy! Autumn is right around the corner.

We have another great edition of Advantage Magazine that highlights the countless contributions of County employees. The cover story honors Supervisor Steve Chucri who received the “Sentinel Award” from the Greater Phoenix Chamber of Commerce. This was awarded to the “Best of the Best” of valley leaders. There is a profile on Barb White, a 31 year County employee who shares her wisdom. Another article on a new talent, Paul Driver, hired as the MCDOT Project Management and Construction Division Manager.

There are great articles that outline new innovative community-based programs in a number of different County departments. MCLEAPS is a program being headed up by the Human Resource department, and is an internship and partnership between Arizona State University and Maricopa County. Please read the great piece on the summer reading program, which is a partnership with 61 county libraries. Last year, the program served over 91,000 children, teens and adults. Then, there is a wonderful story which highlights the community clean-up organized by MCDOT to celebrate Earth Day 2014.

There are smaller articles that highlight Animal Care and Control’s marketing of Pit Bull adoptions and the Day Foster Program, the Bike to Work event, Public Health’s Vital Records division, and the Alliance for Innovation. Last but certainly not least, the Board’s 4 year strategic plan development process is shared.

I hope that you enjoy this edition of the Advantage Magazine. Keep those articles and ideas flowing to us so we can continue to highlight our great employees, programs and accomplishments.

**Sandi Wilson**  
*Deputy County Manager*  
*Maricopa County*



*“Most folks are as happy as they make up their minds to be.”*

Abraham Lincoln -

maricopa county internship program  
fall 2014

**mc leaps**

leadership and education advancing public service  
your college. your county. your career.

find opportunities for fall 2014 internships in:

- Justice System Planning & Information
- Facilities Management Department
- Maricopa County Treasurer's Office
- Air Quality Department
- Maricopa County Education Service Agency
- Maricopa County Office of Management and Budget
- Public Fiduciary
- Human Resources

you'll receive

- waiver of all ASU tuition and fees
- paid stipend of \$4,700
- academic credit toward your degree (depending on your major and degree requirements)
- valuable hands-on experience

Administered by the College of Public Programs  
Open to all ASU students

learn more:  
[copp.asu.edu/mcleaps](http://copp.asu.edu/mcleaps)

**ASU** College of  
Public Programs  
ARIZONA STATE UNIVERSITY

do you know a sun dev...  
more info: Maricopa County HR (602)



# MCLEAPS



# Internship Program

## Leadership and Education Advancing Public Service

Do you know an energetic, ambitious and highly motivated college student? Especially one who attends Arizona State University? Do you say to yourself: “That’s the kind of person I wish we could attract and hire. They’d be great in public service.”

Have you ever thought about mentoring, passing on your knowledge, experience and perspective? Giving back and giving more to the profession and to the community by helping a college student? Sharing your years and insights and putting some real-world texture on their academic instruction.

Or, could the workplace be enlivened by one of those multi-tasking, tech-savvy, breezily casual millennials? Passing the torch to a new generation while imparting to them the institutional memory of veteran employees. Well, you’ll soon have that chance. Maricopa County will open its doors to at least ten college interns this August, and, in the words of Assistant County Manager MaryEllen Sheppard, “They won’t be just fetching coffee.”

Hardly.

One of the interns will help put together a countywide database on community resources and crime prevention programs for social workers, public health officials, detention and probation officers. Combatting recidivism is one of Maricopa County’s emerging priorities. And one intern will learn about it from the inside.

Another student will be part of a team at the County Treasurer’s Office that will be procuring and implementing a new IT system, all the while maintaining an older, “legacy” information system. Still, another will be assigned to the Air Quality Director’s office, working on a comprehensive analysis of department processes and recent initiatives.

Other opportunities will include internships at the Maricopa County Education Service Agency, the Office of Management and Budget, Public Fiduciary, Human Resources and at Facilities Management, where the intern will follow program managers on various projects from pre-construction and design to close-out.

It’s a pilot program, detailed in a five-year agreement between the Arizona Board of Regents and Maricopa County, administered by the Arizona State University College of Public Programs. It’s open to all ASU students. The internships will carry a tuition waiver for the entire Fall semester and include a \$4700 stipend paid for by the County.

Students can learn more and apply at <https://copp.asu.edu/mcleaps>. Two introductory and preparation sessions will be available this summer for interested students on the Downtown Phoenix and Tempe campuses this summer.

It’s an idea long overdue, at least for County government. Internships are common in most governmental

jurisdictions, certainly among Valley municipalities. But here at the County, they have been episodic and sporadic, when funds were available. But ASU President Michael Crow envisions a more permanent partnership, modeled after the legislative internship program in the Spring semester that involves all Arizona universities.

While the County had been pursuing an internship program on its own, this pursuit was elevated after a meeting between Dr. Crow and Supervisor Denny Barney where the concept of a partnership first surfaced. The two were discussing ways ASU and the County could collaborate. Barney took the concept to County Manager Tom Manos and to James Candland, of Clarus Companies, the ASU liaison to county government.

Candland, no stranger to Maricopa County, having served as chief of staff to former Supervisor Don Stapley, discussed the idea further with Crow and Steve Miller, ASU Deputy Vice President for Public Affairs. The idea was then steered to the College of Public Programs. And Sheppard, who doubles as Director of the Department of Human Resources, worked with the College of Public Programs to iron out the fine print and develop the specific internship opportunities. The result, Manos believes, will be not only an internship program but a world-class program.

According to Dale Larsen, director of community relations at the college, the internships are available to all ASU academic departments. "The College of Public Programs is a natural fit, with four schools in social work, public affairs, criminology and community resources. But we are reaching out to other departments, journalism, urban planning, the W.P. Carey School of Business and a variety of others."

Larsen, the longtime director of parks and recreation at the City of Phoenix, said the college has expanded its mission beyond the classic training ground for public sector workers. "There is a distinction between governance and government," he said. "Government has had to cut back in recent years, but people still want public goods delivered in a competent and fair way. For a long time, government was able to do it alone. They didn't need a lot of partnerships. That's not the case anymore."

The internship program will focus on the students, offering them a well-rounded education. County Human Resources officials are not doing it to add manpower, but to broaden the student interns' experience and knowledge.

MCLEAPS, the Maricopa County Leadership and Education Advancing Public Service program, is a mouth-



*ASU President Michael Crowe and Supervisor Denney Barney discussed ways ASU and the County could collaborate.*

ful. But it's sparking an enthusiastic response.

Supervisors were quick to embrace the idea. "It makes education that much more productive when students can combine their academic program with real-world experience," Board Chairman Denny Barney said.

"We need to train and recruit the highest-performing, most dedicated young people become the next generation of public servants," Supervisor Steve Chucuri commented.

"Our college exemplifies ASU's broad commitment to community embeddedness and impact," said Jonathan Koppell, dean of the College of Public Programs. "Students who have the opportunity to participate in hands-on experiences like this bring enthusiasm and new ideas—and come away with a greater understanding of the value of public service in our community."

Sheppard sees another long-term benefit. "This program will help to inform citizens, especially future leaders, about government in general and County government in particular," she said.

John F. Kennedy once said: "Victory has a thousand fathers but defeat is an orphan." Before the first intern

has received a County ID, MCLEAPS is winning admirers. And in ten, 20 or 30 years, hundreds of civic leaders, community activists and public servants might trace their careers back to a college internship and a conversation between a first-term Maricopa County Supervisor and an ASU President.

#### **MCLEAPS in a Nutshell:**

- Waive ASU tuition and some fees
- \$4700 stipend for Fall semester
- Hands- on work experience in County departments

#### **Fall 2014 Opportunities**

- Justice System Planning and Information
- Facilities Management
- Treasurer's Office
- Air Quality
- Maricopa County Education Service Agency
- Office of Management and Budget
- Public Fiduciary
- Human Resources



*Jonathan Koppell is ASU's Dean of the College of Public Programs.*



# **Making an Impact**

**Supervisor Steve Chucri Receives Greater Phoenix Chamber of Commerce Sentinel Award**

When Maricopa County Supervisor Steve Chucri of Mesa was first elected in 2012, he promised to bring a business mindset and private sector principles to local government.

Seventeen months later, Chucri was honored by the Greater Phoenix Chamber of Commerce at its 27th Annual Impact Awards. Chucri was presented with a "Sentinel Award," honoring elected officials. Chucri, the District 2 (East Valley) Supervisor and President and CEO of the Arizona Restaurant Association, was selected, along with eight Valley businesses and two state leaders, with Impact Awards as "the Best of the Best."

Chucri struck a modest tone upon receiving the award, deflecting the credit to his fellow board members and County employees.

"Obviously, I share this award with my colleagues on the Board of Supervisors and the tremendous management staff that was already in place at the County," Chucri said. "I was interested in adding my own experience and philosophy to make Maricopa County a good place to do business and in everything we do, be the best in class."

It has been a busy year and a half.

Soon after their election in 2012, the board members launched a series of regulatory reforms designed to reduce County-inspired regulatory requirements and engage stakeholders, including businesses, regulated industries and affected citizens earlier in the rules-making process so as to add greater convenience while still providing for public safety. In his chairman's address in January 2013, Supervisor Andy Kunasek pledged to work on greater transparency and flexibility to the County's regulatory process as a way to stimulate economic growth. "We need regulations that protect us where necessary," Kunasek said. "But we shouldn't bury business and individuals in red tape and senseless regulations that exist out of habit, not need."

Kunasek was the first among equals, but the impetus clearly came from the three "newbies" on the board, Chucri, Denny Barney and Clint Hickman, who was appointed in late March to replace long-time Supervisor Max Wilson of Litchfield Park.

In short order, the board members voted to:

- Place a three-year moratorium, until 2016, on all new regulations except those that prevent a significant threat to public health or safety.
- Extend development planning deadlines by two years for those projects that had been stalled during the prolonged recession. The extension enabled homebuilders to continue other phases of the development and financing without losing their initial review and County approvals. As one board member commented at the time: "This is a way to keep good projects, good jobs and good growth moving, not slow it down."
- Co-locate County permitting staff within Phoenix City Hall to create a "one-stop shop" where residents can apply for permits from both the city and County.
- Create a six-month, "adaptive reuse trial permit" with more flexible design regulations to help new restaurants to locate in buildings once used for other purposes. The concept has seen great success in Phoenix, Tempe and Scottsdale and some of the Valley's more interesting restaurants have sprung up in old post offices, beauty parlors and private homes.
- Launched a sweeping review of the County's entire planning and development process, creating a 26-member task force – not including County staff – to study the details of various subject areas, including drainage, permitting, customer service and regulatory reform. The resulting report included 22 specific recommendations to eliminate some regulations and improve customer service. Some of the recommendations have already been adopted and implemented.

County Manager Tom Manos was so pleased with the product, he promised to do similar reviews on all major County departments.

Chucri was especially pleased. "This is not window dressing. We believe in making Maricopa County a better place. The status quo is not good enough."



*Supervisor Chucuri interacts with young patrons at the Fountain Hills Library.*

One of the first initiatives Chucri promised and oversaw was cutting the County's Air Quality Department's 43-page dust permit. Working with Air Quality staff, the permit application was reduced to seven pages. Additionally, the application can now be completed online. "Businesses and residents are used to shopping, renewing vehicle registrations, doing all sorts of things online. It only makes sense that Maricopa County takes advantage of that for added convenience and reduced paperwork," Chucri explains.

The reforms have also helped County employees. "Any process that can be streamlined will take less time and will allow us to be more productive," explained Matt Holm, a comprehensive planning supervisor. "It really helps us do our jobs more effectively."

Planning Department Ombudsman Valerie Beckett appreciates the attention Chucri and his staff give toward customer service. Beckett, whose job it is to field letters, phone calls, complaints and inquiries into the department's activities, has worked with both Chief of Staff Page Gonzales and Deputy Katie Prendergast on several issues. She recounts a hot summer day last year when Chucri aides joined Beckett and a drainage supervisor in Mesa to discuss a drainage issue with a County island resident. "We listened, walked the property, engaged in a respectful dialog. Michael Norris had studied the history of the property. In the end, the discussion concerned options they may take to better protect their property. They felt valued and heard as citizens."

Ms. Beckett's compliment does not come by accident. Chucri wanted a personal staff "that reflected well" on his commitments, "a staff that earns credibility and respect."

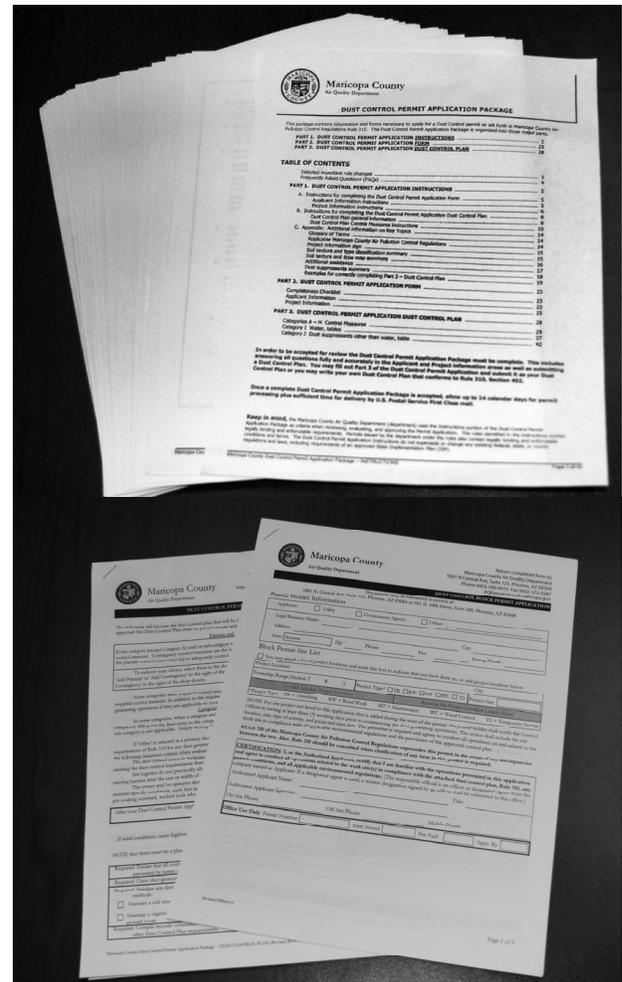
"Best in class." "Customer service." You hear those words a lot from Chucri. As well as phrases like: "relentless improvement."

He comes by it naturally. He was raised in the automobile industry. His grandfather, Tony Coury Sr., was the first licensed car dealer in Arizona. In car sales, a new model, some new innovation or design feature comes out every year. You have to be prepared to adapt to changing tastes, styles, new technology and stiff competition. One year, it's white wall tires. The next year, it's hard-top convertibles, or bucket seats, or air bags, sunroof, leather seats, or four-wheel drive and now, anti-collision sensors. You're never satisfied. The status quo doesn't hold, not for very long. That's

Chucri's mantra. And that's the mindset that his business background, in cars sales, in restaurants, he brings.

And his government philosophy springs from that. No, not from the notion that all government can be run "like a business." They're not the same. Successful leaders come from all fields. So do failures.

But the spirit of innovation, the pursuit of a better way, a more efficient way, a more productive way, comes naturally to Chucri. He has been impressed with a movement that values a disciplined, evidence-based approach to problem solving within



*The Air Quality Department's 43-page dust permit application was reduced to seven pages.*

# GREATER PHOENIX CHAMBER OF COMMERCE IMPACT AWARDS CELEBRATING BUSINESS



*Greater Phoenix Chamber of Commerce Impact Awards luncheon event. Pictured from left to right: Chad Heinrich, Vice President, Public Affairs and Economic Development, Greater Phoenix Chamber of Commerce; State Sen. Steve Pierce; Maricopa County District 2 Supervisor Steve Chucuri; John Huppenthal, Superintendent of Public Instruction; Todd Sanders, President, CEO, Greater Phoenix Chamber of Commerce.*

the public sector. One that asks governmental leaders to give greater weight to data, innovation and the rational over the ideological. One willing to abandon “the way we’ve always done it.” One that relies more on engaged citizens working with an attentive public sector in ways that offer a great return on investment.

Some call it “Government by design,” and several Maricopa County departments have bought in to its principles already. At Adult Probation, Chief Barbara Broderick has been talking about “evidenced-based practice.” Now, the phrase is used routinely across several departments. It entails collecting credible performance data and benchmarking performance against that of your peers. It means easier access and engagement of citizens, like the

OpenBooks transparency website and the regulatory reform task force. And it means that greater rewards for high performing employees and investing in them with greater training opportunities.

It’s a philosophy that demands constant diligence but offers little comfort for those satisfied with the status quo.

And Chucuri’s OK with that. “When a resident comes to me with a problem, I don’t want to solve just his problem, but I want it looked at in a more systemic way, so the issue doesn’t come up again.”

So far, it looks like he’s serious.



# New MCDOT Manager Brings Award Winning Talents to Maricopa County

The Maricopa County Department of Transportation (MCDOT) recently welcomed Paul Driver, former City of Phoenix Engineering Supervisor, as Project Management and Construction Division Manager. In his new role with MCDOT, Paul is literally responsible for where the rubber hits the road. Paul oversees an approximately \$40 million annual budget for roadway design and construction and now leads MCDOT's experienced team of engineers and project managers.

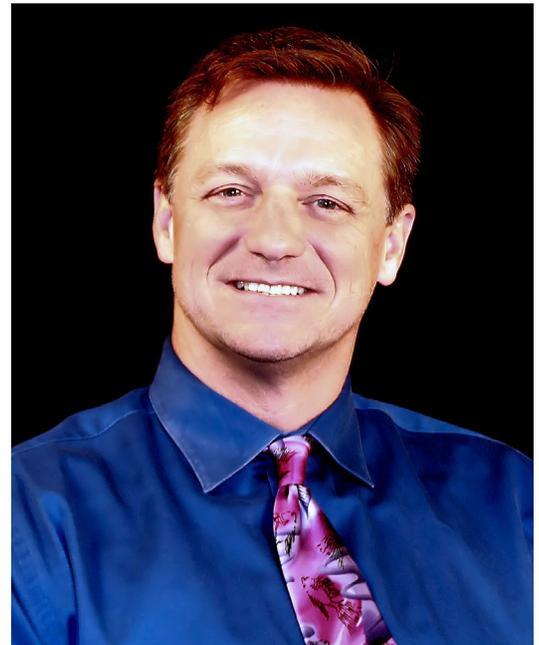
As with any new position, the biggest challenge is adapting to new organizational culture. Speed and efficiency were Paul's forte in Phoenix. "I hope I bring some of the good things with me into the MCDOT organization. The easy part is that I start with a great existing team," said Driver. His management style is very straightforward, "collaborate with the management team and project team, listen to all sides, and then make a decision."

Paul's mantra is the tried-and-true "Just Do It". "We need to get projects through design, into construction, and completed," Paul said. His focus is on getting the design right, but putting the time and effort into actual construction. "The public paid for these projects and they expect them to be built."

"Paul Driver has the experience and background to make MCDOT even stronger," said John Hauskins, MCDOT Director. "I wasn't ready to retire quite yet. I believe I have more to give," said Paul.

Paul brings nearly three decades of Civil Engineering and project management experience to the residents of Maricopa County. He earned his Bachelor of Science degree in Civil Engineering from the University of Colorado and worked briefly in the private sector before beginning his public sector career at the City of Phoenix.

Among his many duties and projects during an extensive career with the City of Phoenix, he is most proud of The Sonoran Boulevard: 15<sup>th</sup> Avenue to Cave Creek Road project. The Sonoran Boulevard Project involved many partners, collaboration with



*Paul Driver, MCDOT Project Management and Construction Division Manager*

neighbors, contractors, multiple jurisdictions and agencies. The project came in under budget and was recently named as one of the American Public Works Association's 2014 Public Works Projects of the Year.



*Driver gets the lay of the MCDOT land.*



## Help Us Give the Dogs a Break!

# Day Foster Program

MCACC has many dogs that have been at the shelter for one month or longer. These dogs need time out of their kennels to exercise and enjoy life away from the shelter. That's why we created our Day Foster Program! Are you able to commit to an afternoon and help a shelter pet?

### 1) Get Started:

Contact our Volunteer Coordinator and let her know you want to become a Day Foster participant:

[WoodLaFaveD@mail.maricopa.gov](mailto:WoodLaFaveD@mail.maricopa.gov)

### 2) Complete Our Day Foster Care Provider Application.

### 3) Attend a Day Foster Provider Training.

### 4) You're Ready—It's that Simple!

### What Can You Do with Your Day Foster Dog?

- Go hiking
- Spend quality time with your foster dog at a local park
- Enjoy coffee or lunch at a dog-friendly restaurant
- Work on obedience training or teach your foster dog some basic commands
- Shower your foster dog with love, attention & affection
- Take photos during your outing and send your pictures to us so that we can post them on Facebook and help find the dog a furr-ever family!

**For more information, call: 602-506-PETS (7387)**



This program takes place at the  
**MCACC East Valley Animal Care Center**  
2630 W. Rio Salado Parkway  
Mesa, AZ 85201

# ANIMAL CARE & CONTROL FINDING CREATIVE WAYS TO MARKET ADOPTABLE PIT BULLS

Pit bulls are one of the most common dog breeds seen at Maricopa County Animal Care & Control (MCACC) shelters. More than 65 Pit bull and Pit bull mixes have been at MCACC shelters for 30 days or longer. Recent bite incidents involving Pit bulls have created a negative image of the loving, faithful breed.

“It’s important for the public to know that not every Pit bull is vicious,” said Linda Soto, MCACC’s Shelter Services Division Manager. “We are actively trying to show the public that they can be great pets.”

Key to this initiative is MCACC’s Day Foster Program. Volunteers identify dogs who have been at MCACC for an extended period and spend time with them away from the shelter. Hiking, visiting pet-friendly restaurants, and self-service dog washing businesses are a few of the more popular Day Foster activities. Day Foster volunteers document their outings through photos shared on MCACC’s Facebook page. The program is a success, not just with volunteers – but for the dogs who benefit (and are adopted) as a result of the program.

MCACC volunteers are also using their talents to help market the dogs – creating kennel signs for some of the Pit bulls, featuring cheesy pick-up lines. “The signs may not get the animal adopted, but at least they are causing potential adopters to stop and take a second look at a dog who may otherwise be completely ignored,” said Soto.

Anyone interested in volunteering at MCACC may fill out a volunteer application online at [www.maricopa.gov/pets](http://www.maricopa.gov/pets).



# Earth Day



**Adopt A Highway  
Really Know How**

*The "In Loving Memory of Ron Morissette" group gathers after a clean-up.*



# MCDOT Adopt A Highway Volunteers How to Clean-Up

Maricopa County Department of Transportation (MCDOT) Adopt A Highway volunteers turned out in big numbers for this year's Earth Day cleanup event. More than 300 volunteers collected 551 bags of litter and debris along 65 miles of Maricopa County roadways over two weekends in late April. These special MCDOT cleanups are held each year in April as part of the global Earth Day celebration.

"The MCDOT Adopt A Highway Program and its hundreds of volunteers continue to make our communities a better place to live," said Denny Barney, Chairman of the Maricopa County Board of Supervisors.

Throughout Maricopa County, volunteers collected and disposed of debris along roadway shoulders as part of MCDOT's Annual Earth Day Cleanup. Over the past two years, this event has cleaned over 100 miles of roadway and collected more than four and one-half tons of litter. "The MCDOT Adopt A Highway Program helps make us all safer by removing tons of waste and litter from County roadways each year. The Earth Day Cleanups, as well as the year-round efforts of our volunteers, are something all Maricopa County residents should be proud of," said John Hauskins, MCDOT Director.

The MCDOT Adopt A Highway program works with hundreds of volunteers to promote roadway safety and preserve our environment. Locally and nationwide, roadway debris causes over 25,000 traffic accidents annually.

## Sun City Festival Volunteers Pitch In

The Maricopa County Department of Transportation (MCDOT) welcomed the Sun City Festival Pickleball Club and the Sun City Festival Tennis Club into the Adopt A Highway Program in February. The two volunteer groups brought more than their enthusiasm and their love for the community to their first clean-ups along a four-mile stretch of Sun Valley Parkway in northwest Maricopa County. The Sun City Festival clubs' 65 volunteers broke MCDOT's roadway clean-up record by collecting more than 500 bags of trash, 150 tires, three televisions, several lawn chairs and even one-half of a hot tub!

# Community Pride



*Top Photo: Members of the Sun City Festival Tennis Club participate in their first MCDOT Adopt A Highway Cleanup.*

*Bottom Photo: Sun City Festival Pickleball Club collected more than 150 tires.*

“This was the initial cleanup for the Pickleball Club and the Tennis Club,” said community member and group leader Jim Keikkala. “The cleanups are a clear demonstration to all that this is a wonderful program to become involved with. The reaction has been very positive.”

“This combined community effort was a tremendous step toward making the roadways and the community safer and more beautiful,” said Alva Tovar, MCDOT Program Coordinator.

“It appears that more clubs will be coming on board in the near future. This community looks forward to a long and beneficial relationship with MCDOT Adopt A Highway,” said Jim Keikkala.

The Sun City Festival Citizens On Patrol also helped out by providing a vehicle with flashing lights on clean-up day to alert passing motorists to the presence of volunteers along the roadside.



Equine Spirit Program Volunteers

### Volunteer Groups Tell Their Story

The Equine Spirit Programs is a nonprofit equine assisted learning program and ranch located in the southeast valley. They got involved as a way to help beautify their area as well as get others involved. We live at the base of the San Tan Mountains and appreciate the unique beauty of the Sonoran Desert that surrounds us. My family has lived and worked on this ranch for 28 years and has seen many changes in the area. With a new school and new homes has come an increased population and unfortunately increased trash and debris. While various family members have been "cleaning" the road for many years, we thought that the Adopt A Highway program could involve the school and neighbors we have not met and encourage the entire neighborhood to take pride in our little corner of the desert.

*-Julie Jimenez, Equine Spirit Programs*

I adopted my first highway in 2009. Originally, it was because a loved one passed away on the road and I wanted to "preserve" the area for his

family and friends. Alva (Alva Tovar, MCDOT Adopt A Highway Coordinator) was instrumental in accomplishing this extremely important matter. She was sensitive to the loss of a loved one and over the years we have supported each other. Alva's passion and dedication for what she does is evident and she takes pride in her work. I can honestly say that the Adopt A Highway Program means so much more to me than just cleaning the highway. It is an act of love for a person and for the planet. I am grateful and thankful for the program and the staff and volunteers who support it.

*-Kendra A. Diegan*



## MCDOT Adopt A Highway Program Beginnings

MCDOT launched its Adopt A Highway program with the first volunteer group in 1990. Today, more than 130 groups help to keep hundreds of miles of County roadways free of litter and debris every year. Since July 2013, MCDOT Adopt A Highway volunteers have picked up more than 2100 bags of trash and nearly 300 tires, more than 42 tons of litter and debris, from over 250 miles of County roadway. These efforts save the County over \$10 million every year.



*Alva Tovar, MCDOT  
Adopt a Highway Coordinator*

### **Remembering a Loved One**

We are excited to take on this adventure for our son. This is a huge part in our healing. He lived here with us so this road was traveled daily by our son. Every little thing we can do to honor our son is so important even little ones to such big ones as adopting a road and helping to keep it clean and tidy in his honor."

*-Sharon Kowalzyk on  
behalf of The Members of the  
Kowalzyk and Horta families*

When we were assigned the section of Old El Mirage Road on the eastern border of Sun City West, we saw an opportunity to give back to an area where we draw many of our residents; where many of our employees live; and where many of our staff travel on a daily basis. With each one of those trips, our residents, our van drivers, our employees, and/or our visitors have an opportunity to travel a roadway free of debris and litter due to our continuing efforts in keeping it clean.

*- Brian Cornelius and staff  
of the Royal Oaks Retirement  
Community*



# Thanks to all our MCDOT Adopt A Highway Volunteers!

## 2nd Annual MCDOT Adopt A Highway 2014 Earth Day Cleanup Results Are In!

**More than 300 Volunteers  
from 37 MCDOT Adopt A Highway groups  
invested 110 hours cleaning up  
over 62 miles of County roadways!**

**Nearly 550 filled trash bags, 26 old tires, one queen-size mattress,  
a sofa and a rusty old car bumper comes out to 2.4 TONS of debris off our  
roadways and \$749,088\* in savings to Maricopa County.**

\*Savings are based on number of volunteers, miles of roads cleaned and volunteer hours spent cleaning.



**Maricopa County Department of Transportation**



# Employee Spotlight

## Interview With 31 Year Employee Barbara White, Office of Enterprise Technology

**You recently were acknowledged by the Board of Supervisors for 30 years of service to the County. How did you feel getting that award? Any chance you'll be here for the 40 year mark?**

I was so honored to receive my 30 year service award. It was very rewarding to receive the award before friends and co-workers. What an honor it was to receive the award from the Board of Supervisors, County Manager, along with my 'big boss' David Stevens, Chief Information Officer.

I don't plan on being here for my 40 year mark. My plan is to find a job much closer to home in the next one to two years.

**Your career at Maricopa County morphed and grew over your 30+ years. What was that path and how has it shaped you personally?**

I started working for Maricopa County in 1983 at Home Health Care which was part of the Health System. I was very young and naïve and had no clue what I was getting myself in to. I was thrilled to be making \$8.63/hour and have benefits! Friends told me how fortunate I was to be working for Maricopa County.

The first 3 years I worked to pay bills; it was just a job.

I had made it a point to get to know the employees in the Health Services Administration Office and told myself I would be working in that office one day. I also made it a point to meet the Assistance County Manager of Health Services. While waiting for my carpool ride, he was waiting for his ride, too. I noticed his pen had leaked in the pocket of his white dress shirt. I made a comment about the ink stain to 'break the ice'. From that point on when I saw him in the hall, there was eye contact, a smile and small conversation. Less than a year later I was working in that office.

With the move to that office, I no longer had the attitude of 'this is just a job'. I spent 1 ½ years in that

office, then transferred to another office within the Health Care System. After two years I took a voluntary demotion and returned to Health Services Administration. I looked at that move as a learning experience, not as a failure.

That move was the turning point of my career in Maricopa County. The position I took back in Health Services Administration was working for the Training Manager and Training Coordinator. Who would have known that a little bitty DOS program would later become the love of my professional life! I tell people I have raised the Learning Management System (LMS) from a little bitty DOS product to a web product.

Without the support of my manager at the time, I would not have been able to grow in the position I had nor could I have advanced in the Department.

The Training staff moved to MCDOT, which was the first Department to start using Registrar (the former name of Pathlore). Over the years, other Departments started using Pathlore for their training needs/requirements and reporting.

In 2001, the Enterprise system was purchased which allowed Maricopa County to be able to offer on-line registrations for classes and add on-line classes.

Through the years I have learned No is OK, and it is OK to challenge the answer with further research. Don't be afraid to ask, you never know what the answer will be.

**What are some of most dramatic changes you've experienced during your career with Maricopa County? Are there any things that you miss about the "old days"?**

Technology! We have gone from standalone PC's with external floppy drives, to laptops, smart phones and tablets.

When I got my first dedicated PC it had a 386 processor in it. I thought it was Christmas morning all



*Barbara White, Business Systems Analyst,  
Office of Enterprise Technology*

over again! Then we went to 5 ¼" floppies to 3 ½" floppies. Now there are memory cards that hold massive amounts of files.

With the growth of technology there is less person-to-person meetings and fewer phone calls. Yes, the technology is there to have video conferences, but there is nothing like having a face-to-face meeting. Picking up the phone to talk to someone is a lot more meaningful than sending an email.

**Those that work with you often refer to you as the guru of Pathlore (Maricopa County's Learning Management System). How did you get that reputation and what other areas have you become the go-to person for?**

As I mentioned earlier, Pathlore is the love of my professional life. I was fortunate to have a manager that allowed me to grow with the product, attend conferences and on-line training and webinars.

Those who know me know I dig right in to a project. Pathlore has become my 24 year project. Sharing

with departments why they should use Pathlore to manage their Training programs

Working with the training departments and seeing them grow using the LMS brings me great gratification. Knowledge is being passed on how to use them so Pathlore can be used to their advantage to easily administer their training classes with ease. I tell training administrators all the time "Let Pathlore do 80% of your work for you."

I'm not afraid to dig in to the documentation. After I started working with Registrar I wanted to learn more and more. I actually read the User's manual from cover to cover! Word got to the President of the company that a user had done that. He attended one of the Wild West Registrar User Group meetings and made a comment to the group that someone had read the manual. I piped up and told him it was me.

Questions/requests come in from Departments asking can Pathlore do this? We are using Pathlore for far more ways than it was meant to be used. Creativity and perseverance is part of the job.

**What is your secret for getting people to change "old school" methods to adopt new technology?**

Talk it up. Explain and show how the new technology can improve and speed up business requirements and processes. Also, getting to know your customer and learn their 'ways'.

**Who are some of the people you have worked for that have inspired you most over your career?**

I have worked with so many people the last 30+ years. There are two wonderful ladies who stand out that I worked with at Health Services Administration in the early 90's – Linda Mushkatel and Jeanne Provorse. They both saw the growth potential in me that I did not see. Without their mentoring and urging to move forward I would not be in the job I LOVE today.

There are two other co-workers who I worked with in Employee Development, Mary Lee Madison and Deb Stone. They, too, were very instrumental in letting me grow in my professional life.

**What advice would you give to a young person just starting their career at the County?**

Don't be a hermit in your Department, ask questions, and learn what your co-workers are doing. There are so many opportunities to grow and advanced in Maricopa County. Take advantage of the Tuition Reimbursement program. Take specialized classes for your position.

Explore what the other Departments are all about. Meet your fellow County employees; don't be afraid to talk to a high ranking official or department head. Keep up on what the County is offering employees and citizens. The internet and intranet web sites are full of information. Subscribe to newsletters/news releases from other departments.

Don't be afraid to adventure outside your box. Admit to your errors and apologize. Toot your own horn, you are your worst critic, be proud of what you have accomplished!

Don't burn bridges. You never know when you may cross paths with a former co-worker. One of my co-workers from Health Services 20 years ago works in my office now. You never know when your paths will cross.

**To recharge their motivation, some people exercise, take classes, read inspirational books or confer with a mentor. What do you do to bring out your creative thinking and motivation?**

Scrapbooking and couponing. Couponing and grocery shopping is my therapy. When time permits, camping and hiking.

**Tell us something about your life outside of Maricopa County. How does that make you a better person here at the job?**

My husband and I are actively involved with the American Legion and American Legion Auxiliary respectively. Playing bingo with the veterans at the VA Nursing Home, providing meals and clothes to the homeless veterans, helping out families of deployed troops during the Holidays, providing school supplies to under privileged children, providing Easter eggs

stuffed with toys to children in a high risk after school program and sending Christmas cards to the deployed troops. The smiles you get are priceless, the pictures that are sent are shared, and the thank you letters received from servicemen and women are heartwarming.

It makes you sit back and reflect on your life and how precious life is. Many of us spend more time with co-workers than our own family. Have fun at work and don't be so serious, most importantly LAUGH! If you knew Jana Ruth, you would know she didn't have a bad day, as laughter was a major part of her day!

**Is there anything else you want to share?**

Several years ago I persevered for three years and earned my 2<sup>nd</sup> degree Black Belt in Taekwondo.



*From left to right: Barbara White, Carol Schumacher, Jeanne Provorse and Beverly Hancock (Photo taken 1993)*



# Maricopa County Joins the Alliance for Innovation

Effective July 1, 2014, Maricopa County and each employee is a member of the Alliance for Innovation. The Alliance is transforming local government through the power of innovation and collaboration. This organization is comprised of 350 local government agencies across the United States, Canada and Australia. Over 52,000 local government employees are actively engaged in online communities through the Alliance’s website [www.transformgov.org](http://www.transformgov.org).

The Alliance helps identify proven ways to build successful communities through a blend of services and resources specifically targeted to local government. Partnerships with Arizona State University (ASU) and the International City/County Managers Association, enables the Alliance to serve as the platform for local governments who are passionate about nurturing an innovative culture and building the future of local government.

The Alliance is headquartered in downtown Phoenix on the ASU campus, providing Maricopa County employees the advantage of local proximity to outstanding resources. The Alliance’s unique networking structure lets staff from every discipline build peer networks with other organizations for learning, idea sharing, and professional growth.

Have you ever found yourself unsure of where to look for answers or wished you could get some help on a specific local government issue? Well, now you can get the help you need through the Alliance for Innovation. The Alliance employs ASU Graduate Students from the Marvin Andrews Fellows Program to help with your **Research** project. By leveraging the capacity of the ASU-School of Public Affairs, local government case studies, award submittals, and a network of academics, the Alliance facilitates research on emerging practices.

Discussion boards on the **Knowledge Network** include topics from A-Z such as Animal Control, Budgeting, Parks & Recreation, Sustainability, Transportation, Wellness, and Zoning. Join a Community of Practice specific to your area of expertise. Find out what your peers in other organizations are doing, ask/answer questions, and replicate successful programs. Need to research a specific topic, start at the **Knowledge Network**!

Is your department having a hard time filling a vacancy? You can post your available positions on the **Job Center**. Positions at the professional/staff level (those below the Assistant Department Director) can be posted free of charge. Features of the **Job Center** include:

- An interactive Google map so candidate can view opportunities by geographic region
- You can tag jobs to specific areas so they will display on topic pages in the Knowledge Network

Learning Opportunities abound through the Alliance for Innovation. As a member, you have access to case studies, newsletters, and learning resources such as:

- On-demand webinars
- Local Workshops
- Webinars
- Whitepapers
- Conferences
- Innovation Academy



## RESEARCH

- Alliance employs ASU Graduate Students from the Marvin Andrews Fellows Program that are available to research member questions
- ASU Research Team and the Academic Network of Urban Research Scholars promote the discovery of new research about local government policy and management

How do you get started? It is easy to create your online account today:

- Go to [www.transformgov.org](http://www.transformgov.org)
- Click on Create Account
- Complete form – NOTE: be sure to check the “I work directly for a local government” box
- Click on Create Account
- Each time after the initial registration, go to website, click on sign in, type in email and password



## KNOWLEDGE NETWORK

- An online community for local government professionals
- Provides opportunities to share information based on communities of practice



## JOB CENTER

- Free posting of positions below the Assistant Department Director level
- Jobs posted nationally, and searchable by region

For more information about the Alliance for Innovation, contact:

Karen Stewart  
Innovation Manager  
[kstew@mail.maricopa.gov](mailto:kstew@mail.maricopa.gov)  
602-372-1868



## LEARNING OPPORTUNITIES

- On-demand Training
- Local Workshops
- Webinars
- Whitepapers

# Need a copy of your AZ birth certificate?

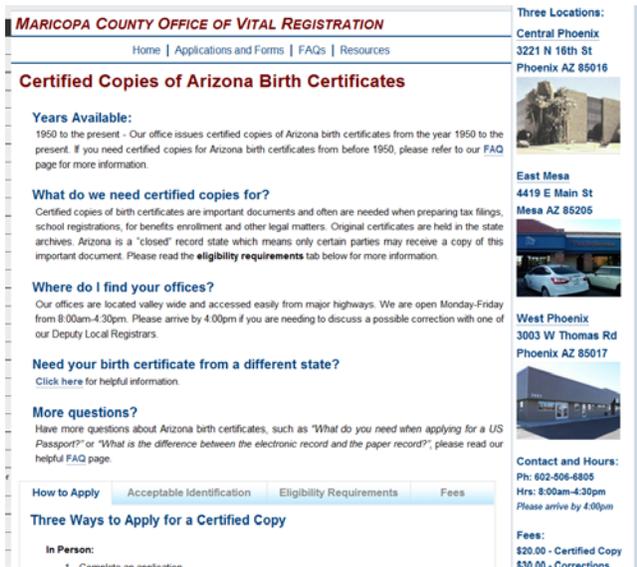
- \*Tax filings
- \*Benefits enrollment
- \*School and sports registration

## CHECK OUT - [MaricopaVitalRecords.com](http://www.MaricopaVitalRecords.com) Your go-to-resource is live! .....and its mobile device friendly!

Did you know that you can purchase certified copies of AZ Birth Certificates from YOUR local Maricopa County Office of VITAL REGISTRATION? YES! We have 4 Valley locations to serve you. Check out [www.MaricopaVitalRecords.com](http://www.MaricopaVitalRecords.com) to answer all your questions about how to apply, learn the office location nearest your home or work site and our convenient hours.

Not sure how to apply? No problem! Our friendly, easy to use website can help. We show you step-by-step how to apply, provide the applications online and answer the most commonly asked questions. Check us out, today.

A sleek FAQ section and [printable applications](#) all available...NOW!



**MARICOPA COUNTY OFFICE OF VITAL REGISTRATION**  
Home | Applications and Forms | FAQs | Resources

### Certified Copies of Arizona Birth Certificates

**Years Available:**  
1950 to the present - Our office issues certified copies of Arizona birth certificates from the year 1950 to the present. If you need certified copies for Arizona birth certificates from before 1950, please refer to our FAQ page for more information.

**What do we need certified copies for?**  
Certified copies of birth certificates are important documents and often are needed when preparing tax filings, school registrations, for benefits enrollment and other legal matters. Original certificates are held in the state archives. Arizona is a "closed" record state which means only certain parties may receive a copy of this important document. Please read the **eligibility requirements** tab below for more information.

**Where do I find your offices?**  
Our offices are located valley wide and accessed easily from major highways. We are open Monday-Friday from 8:00am-4:30pm. Please arrive by 4:00pm if you are needing to discuss a possible correction with one of our Deputy Local Registrars.

**Need your birth certificate from a different state?**  
Click here for helpful information.

**More questions?**  
Have more questions about Arizona birth certificates, such as "What do you need when applying for a US Passport?" or "What is the difference between the electronic record and the paper record?", please read our helpful FAQ page.

**How to Apply** | Acceptable Identification | Eligibility Requirements | Fees

**Three Ways to Apply for a Certified Copy**

**In Person:**  
1. Complete an application.

**Three Locations:**  
**Central Phoenix**  
3221 N 16th St  
Phoenix AZ 85016

**East Mesa**  
4419 E Main St  
Mesa AZ 85205

**West Phoenix**  
3003 W Thomas Rd  
Phoenix AZ 85017

**Contact and Hours:**  
Ph: 602-506-6805  
Hrs: 8:00am-4:30pm  
Please arrive by 4:00pm

**Fees:**  
\$20.00 - Certified Copy  
\$30.00 - Corrections

[www.MaricopaVitalRecords.com](http://www.MaricopaVitalRecords.com)

Check us out!

We've got you covered!

Have questions about where our offices are located or our hours?

Click on any of the photos of our 3 offices and find easy directions!

This easy to use site is the go-to resource for all your questions and answers within the office and from moms and families. Do you hear questions such as?

- "How do I apply for a copy of my baby's birth certificate? Or where can I pick up a copy?"
- "How do I add the father my baby's birth certificate once I have left the hospital?"
- Where do I get paternity filing forms?"

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3003 W Thomas Rd  
Phoenix AZ 85017

**Contact and Hours:**  
Ph: 602-506-6805  
Hrs: 8:00am-4:30pm  
Please arrive by 4:00pm

**Fees:**  
\$20.00 - Certified Copy  
\$30.00 - Corrections

Click on Applications and Forms in the top nav bar for these forms.

- **Printable applications** – Eng\Spanish
- **Forms** and instructions
- **Helpful, updated brochures** to explain the processes for paternity and how to change a child's name, etc.

Have questions about who is eligible in Arizona to apply or what are accepted forms of payment?

**How to apply for a certified copy?**

**How to Apply** | Acceptable Identification | **Birth Eligibility** | Death Eligibility | Fees

### Birth Eligibility Requirements

In Arizona, applicants must prove their relationship to the person (Registrant) named on the Arizona birth certificate.

The requirements below are in addition to providing a signed application, clear copy of the applicant's acceptable ID, any factual documentation or additional forms required and the appropriate fee. \*All documents submitted will be reviewed and verified prior to fulfillment of the request.

Eligible applicants and the information needed to apply in addition to the application requirements above:

\*Please note that hospital copies or uncertified birth certificates cannot be accepted.

Applicant	Birth Certificate
Self	Is the person named on the birth certificate, also referred to as the "Registrant" and who is at least 18 years old or provides a certified copy of their court ordered emancipation
Family Member	The Registrant's spouse, natural or adopted offspring, father, mother, grandparent, grandchild, brother or sister
Parent	The mother or father as listed on the child's birth certificate may apply. A father who is not named on the birth certificate must provide a court order naming him as the father, a paternity direct order, or a court order for name change must be provided.
Foster Parent	Foster parent of the child as listed on the letterhead statement of the case worker.

**Contact and Hours:**  
Ph: 602-506-6805  
Hrs: 8:00am-4:30pm  
Please arrive by 4:00pm

**Fees:**  
\$20.00 - Certified Copy  
\$30.00 - Corrections

**Forms of Payment:**

- Visa or MasterCard
- Money Order
- Cashier's Check
- Cash (in person ONLY)

**How to Apply:**

- In person
- By Mail
- Online (fees apply)

Check out the extensive FAQ section

Find the most commonly asked questions and **ANSWERS!**

Look no further than the bottom of each page for the 4 tabs:

- How to Apply
- Acceptable IDs
- Birth Eligibility
- Fees

**MARICOPA COUNTY OFFICE OF VITAL REGISTRATION**

Home | Applications and Forms | **FAQs** | Resources

### Frequently Asked Questions - Birth and Death

**Birth**

- ▶ I am applying for a passport, is my certified copy of my Arizona birth certificate what I need?
- ▶ What are the differences between a "certified electronic birth certificate" and "original birth certificates" or "the short vs. the long form"?
- ▶ Why does my copy of my birth certificate have blank spaces?
- ▶ Will I receive the certified copies of my birth certificate the same day I apply?
- ▶ I ordered my birth certificate, why am I receiving a certified copy?
- ▶ Is the short version of my birth certificate valid?
- ▶ I was born before 1950, where do I go to order a certified copy of my birth certificate?
- ▶ How do I request a correction to an Arizona birth certificate prior to 1997?
- ▶ Why does our old address still appear on my Arizona birth certificate?
- ▶ How long does it take after a child is born at a hospital for the birth certificate to be available?
- ▶ How long does it take after a child is born at home or outside of a hospital for the birth certificate to be available?
- ▶ Why haven't I received a certified copy of my child's birth certificate in the mail?
- ▶ Is there a fee for the 1st certified copy of an Arizona birth certificate?
- ▶ Is there a fee associated with obtaining a copy of my child's birth certificate?
- ▶ How do I obtain an Annetilla for a birth certificate?

**Central Phoenix**  
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Please arrive by 4:00pm

**Fees:**  
\$20.00 - Certified Copy  
\$30.00 - Corrections

**Forms of Payment:**

**We've got you covered!**

Log on and check us out at www.MaricopaVitalRecords.com

## STRESS:

# Make it Work For Your Health

Stress is a part of everyone's life in one way or another. But did you ever consider that stress doesn't always have to be a bad thing? What if you found ways to make stress a positive thing?

**Have you ever had sweaty palms on a first date or felt your heart pound during a scary movie? Then you know you can feel stress in both your mind and body.**

Stress is complicated and tends to impact people over a long period of time. Make sure you manage your stress and take control of your stress levels. Listed below are a few suggestions on how to manage your stress level.

**Get organized.** Being unorganized creates stress and leaves you feeling out of control and overwhelmed. Get your house or your desk or your car in order and then feel the wave of relief that comes over you.

**See things from another angle.** View stress as an energizer. Consider each new demand as a challenge, no matter how difficult it may seem.

**Take charge.** Although you can't control other people's actions, you can control your response to what comes your way. When it comes to managing your emotions, you're the boss.

**Think big.** Think in terms of long-range goals, not just day-to-day problems.

**Find true friends.** Having supportive friends is a key to reducing stress. Friends should help you recognize your strengths and lend a hand in stressful situations. They remind you that you are not alone.

**Learn from it.** Look for the meaning or value in the stress you have experienced. For example, a sick family member may have caused a great deal of stress, but the situation may also have brought your family closer together.

**Be proactive.** Work at being proactive rather than reactive in stressful situations. Learn the early signs of your stress, such as anger, taking on too many things, working too much or irregular sleep patterns. When you become aware of these signs, you can start making stress work for you.

## THE MAJORITY OF AMERICANS SURVEYED IN 2010 CONFIRMED THAT THEY WERE STRESSED ABOUT THEIR MONEY AND FINANCIAL SITUATION.<sup>1</sup>



### Contact Us

Your program provides access to tools and other resources online or call us directly to speak to a professional counselor who is available everyday and at any time to provide confidential assistance at no cost to you.

Visit [MagellanHealth.com/member](http://MagellanHealth.com/member)

### Resources

#### National Institute of Mental Health

[www.nimh.nih.gov/health/publications/stress/index.shtml](http://www.nimh.nih.gov/health/publications/stress/index.shtml)

**Accept limits.** We can accept what we cannot change by changing what we can. Make choices that are realistic, not out of reach.

**Use your strengths.** Recognize your strengths and focus on projects that allow you to use them. Taking on too much can make you feel out of control.

**Make decisions.** Indecision increases stress. Start making decisions and act on them.

**Laugh.** Laughter is indeed the best medicine. Laughing at yourself can relieve stress.

**Keep yourself healthy.** Take care of your body by eating healthy foods and drinking plenty of water. Find time to exercise. Physical activity is a great way to relieve stress.

**Pay attention to your body.** There are times that our bodies tell us with different signs that you need to slow down and take a break. This can happen through different physical signs such as exhaustion, restless sleep, headaches, body aches and other types of pains. Take time to renew your body and your mind. Find a quiet place to relax even if it's for a short time.

XYZ company

Customer Program Name  
XXX-XXX-XXXX

*1. American Psychological Association, Stressed in America, January 2011 Vol 42 No.1 pg 60.*



## Great Reading Adventure Web App Aids Summer Reading

Maricopa County Reads, the premier summer reading program for 61 county libraries, is underway. From May 29-July 26, this year's summer reading theme is FIZZ BOOM READ, with many events, programs, and materials for check-out focusing on science.

To officially participate, customers need only to register online at [www.summerreadingaz.org](http://www.summerreadingaz.org). Last year, more than 91,000 children, teens and adults participated and more than 1/3 of these individuals completed the program. The numbers are sure to be higher this year.

The 2014 program hopes to increase completions by rewarding reading accomplishments with digital merit badges and game challenges. While anyone who reaches the completion standard of 1,000 points is eligible to receive a free book, this year's program provides new and exciting incentives such as cool digital badges, game challenges, family-friendly programs, and bragging rights replacing last summer's stickers, plush toys, fancy pencils and the like.

The Great Reading Adventure (GRA) is a new app that has been created that allows families to sign-up for summer reading, replacing an older, unwieldy Summer Reading Program (SRP) app. Using the GRA app, participants can incentivize themselves for reaching their reading goals as well as keep track of their progress online.

For each minute a participant reads, he or she earns one point toward his/her reading goal.

Points are not only earned for logging leisurely reading activities but also for attending library events, completing reading lists, participating in games, and engaging in community experiences.

For example, Arizona Sealife Aquarium is an SRP partner. When a summer reading participant obtains a "secret code" after visiting the aquarium and subsequently enters the code in his online summer reading log, he earns 25 points for that community experience and that adds up toward the points needed to earn a free book.

*Participants earn points for reading and attending Library activities.*

To get to 1,000 points, participants must complete the first four levels of the program identified in the Reading Adventure app.

According to Caris O'Malley, Maricopa County Library District (MCLD) customer experience administrator and GRA creator, "Our aim is to challenge participants to go beyond the earn-a-book standard, urging them to complete the 46 additional levels of the GRA app."

"This type of 'gamification' brings out a healthy sense of competition for participants to earn more badges, achieve the most worthy personal goals, amass many more points than a friend, and strive to get one's name on the leaderboard," O'Malley said.

More importantly, summer reading is one of the

Library District's major contributions to community literacy efforts. It is believed that the GRA app will help kids maintain their literacy skills during the summer by challenging them with games and experiences that compel them to read, explore and discover.

"Beyond us, this app potentially gives libraries everywhere a low-cost or no-cost option for managing their summer reading programs," said O'Malley. "Currently it's the best product available that provides that cutting edge, fun, engaging inspiration for summer reading," he added.

*The Maricopa County Library District received a \$150,000 grant from Arizona State Library, Archives and Public Records—Library Services and Technology Act (LSTA) (with federal funds*



from the Institute of Museum and Library Services) coupled with \$100,000 through its own summer reading allocation to build a full-featured, user-friendly, open source software system that allows SRP customer registration, interactive customer interface, the development of virtual game boards, literacy activities, collection and reporting of data, creation of badge incentives, electronic delivery of coupon prizes, and much more. During the next cycle, LSTA will invest another \$100,000 and MCLD will provide an additional \$60,000 to create GRA pre-test and post-test modules to better measure literacy achievements.

For more information about the 2014 Summer Reading Program or other activities at MCLD libraries, visit [www.mclidaz.org](http://www.mclidaz.org).





Adopting a strategic plan that all 12 County elected officials collaborated on and took five months to forge, the Maricopa County Supervisors outlined a “roadmap” that will be used to guide future budgets, capital investments and policies for the next four years. The [2015-2018 Strategic Plan](#) was approved on a unanimous 5-0 vote.

Working with staffers from the varied County departments, the supervisors trimmed the County mission down to five key strategic priorities: Safe Communities, Regional Services, Government Operations, Growth and Economic Development and Fiscal Strength and Responsibility.

“This gives us a roadmap and clarity for County operations,” commented Board Chairman Denny Barney. “This can help us move forward. We’ve got a good starting point.”

Supervisor Steve Chucri said the emphasis on quality, efficient customer service was important to him. “The strategic priority of Government Operations means that the taxpayer – our customer – is at the center of what we do and how well we perform those functions.”

Supervisors Andy Kunasek and Mary Rose Wilcox praised the participation of other County elected officials in developing the priorities and goals in a process that started in December and involved long discussions and staff work to finalize. “It was very good to see our new board leadership work with all our County leaders,” Kunasek said.

“This is a living breathing document,” Wilcox said. “But one that stays true to the longstanding efforts of the County in the area of fiscal responsibility.”

Supervisor Clint Hickman said the process was long and demanding, “But from my perspective, it was a learning experience and will be helpful to us as we make decisions on budget and other policies.”



### Strategic Goals Include:

- **By the end of fiscal year 2018, all County funds will be in structural balance, with annual revenues equal to or exceeding expenditures.**
- **By 2018, 90 percent of regulated entities will indicate they are satisfied or more than satisfied with their interactions with County regulatory agencies, as measured by customer satisfaction surveys.**
- **The County will improve turnaround times and response times through the use of electronic filings.**
- **That 80 percent or more of County residents will indicate trust in county government.**
- **By the end of 2018, 100 percent of all air quality monitors will be in compliance with federal health standards.**
- **By the end of 2018, 85 percent or more of County residents will indicate satisfaction with the amount and access to open space, parks and recreation land in Maricopa County.**







## Free Admission to Home & Garden Show With School Supply Donations

One way to ensure all Maricopa County students are ready for a successful school year is to equip them with basic school supplies. Maricopa County Education Service Agency (MCESA) has teamed up with the Maricopa County Home and Garden Show to collect donations of backpacks and school supplies at this year's show. Donate a backpack at the show and receive two free tickets. Or donate any three of the following items and receive one free ticket to the Home Show: 4-pack of glue sticks; Pack of ballpoint pens (12/box); Box of no. 2 pencils (12/box); Box of colored pencils (12/box); Box of water-based markers (8/box); Box of crayons (16/box); 4-pack of dry erase markers; Single subject spiral-bound notebook; Package of loose-leaf notebook paper; Pocket folders; or Scotch tape. Bring your donated items to MCESA's table at Gate 2 to receive your ticket, and proceed directly to the entrance.



## Congratulations to: 34 NACO Award Winning Programs

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- Barbara White, Office of Enterprise Technology
- Beverly Geske, Adult Probation
- Deana Carter, Maricopa County Sheriff's Office
- Joyce Gaylor, Human Services
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- Pete Martinez, Planning and Development
- Chief Scott Freeman, Maricopa County Sheriff's Office
- Sara Fierro, Public Defender
- Lt. John D'Amico, Maricopa County Sheriff's Office

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