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**Restored Purcellville Railroad Station
located at terminus of W&OD line**

We can Learn from Pucellville

*by Eric Zimmerman, Senior
Associate, The Regis Group*

The turmoil of the economic crisis is especially painful to those government entities that supply the basic needs of our respective communities. Moreover, the impact is magnified by the fact that while the tax bases (assessments) are dropping, the needs of the communities are increasing.

Stretched Sources

As people are forced to turn to the public facilities for assistance, those very sources of support are being stretched.

This month's Guest Prediction comes from the very respected Town Manager of Purcellville, Virginia, a town of about 6,300 residents. This locality could be reeling from the exponential growth over the past decade (Loudoun County was the fastest growing county in the United States during the 90's) on the one hand, and now suffering from plummeting property values reflective of the real

Here's the May Agenda!

May 2009 Tyler Junior College Shelter Operations Taking the Fear out of Evacuation

*by Brian Turman, Director,
Campus Services, Tyler Junior
College*

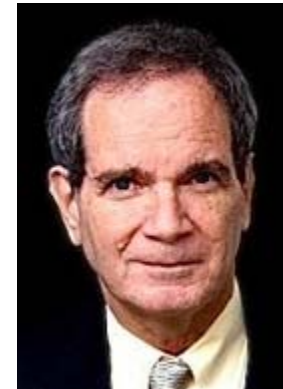
*The journey for Tyler Junior
College's involvement in medical
special needs sheltering began in
late summer, early fall of 2005.*

One of the nation's most devastating hurricane events was Hurricane Katrina. With mass evacuations of hundreds of coastal and low lying areas, the City of Tyler and several of the local churches became general population shelters for evacuees primarily from the Louisiana Gulf Coast area.

Our former president, Dr. William Crowe, had college staff visit some of these shelters to determine if Tyler Junior College could become involved in future sheltering events. Little did we know that some two short weeks after Hurricane Katrina the citizens of the Texas Gulf Coast would face a similar disaster, Hurricane Rita.

48 Hours Notice

With little more than 48 hours' notice, Tyler Junior College was



**Marc Chinoy
President's Letter
When the Going
Gets Tough . . .**

Given the current economic climate and the steadily increasing pressure on leaders throughout society, conventional wisdom might say that this is the moment to reassess circumstances and adjust accordingly.

An Intangible Factor

Emergency assessments might include review of changing market conditions, competitive pressures, and internal capabilities with an eye toward adjustment. In fact, all of these key steps will move the enterprise toward the creation of a competitive business case. But there is one intangible factor which

estate bust. Fortunately for this Town, however, with Mr. Lohr's ability to work with the Town leadership their fortunes are not as bad as elsewhere.

This same situation is occurring in commercial businesses throughout the country. Many businesses experience rapid - almost runaway - growth, trying to keep the vision of operation in mind while running on the treadmill just to keep up! Now, of course, the bottom has fallen out of the market but we try to keep the balls in the air nevertheless.

Find the Balance

If this sounds like your company, do not despair but seek to find the balance between keeping your business on an even keel while also planning for the certain return of more profitable times. If you are not prepared for that return, it will no doubt pass by you.

Remember the steel axiom of commercial life: change is inevitable and that's good news!

Social Issues on the Agenda for Loudoun Leaders

Recognizing that economic conditions have begun to apply pressure on the Loudoun community, leaders of several key public service and non-profit groups recently participated in a daylong session designed to enhance their ability to plan a viable response.

The leaders involved are part of the executive leadership of the Loudoun County Human Services Network, a comprehensive group tasked with promoting a combined response to social needs.

Organizations represented at the meeting included the Loudoun County Child Advocacy Center, the Loudoun County Department of Family Services, Legal Services of Northern Virginia, American Red Cross, and Volunteers of America, Chesapeake.

The session was both led and sponsored

activated as a designated medical special needs shelter for the Orange, Beaumont, Port Arthur area along the Texas coast. As the special needs guests arrived in a sea of confusion due to traffic problems, some of which had traveled by ambulance and bus for over 24 hours, the Tyler Junior College sheltering experience began.

For 17 days the college, along with the Texas Department of Health and Army Medical Rangers, college faculty, staff and students, supported and cared for over 300 guests with a single goal in mind, to allow them to return home in a better condition than when they arrived.

A Best Practice Model

At the conclusion of this first shelter, the operation at Tyler Junior College was commended as a best practice model by the Surgeon General's Office. Included in the first shelter were guests from a nursing home in Silsbee, Texas, a facility owned by the Cantex Corporation. Cantex approached the college with the idea of contracting for future evacuation needs of their facilities located in Silsbee, Vidor, and Groves, Texas.

The college met with Cantex company officials and signed the first contract for planned point-to-point evacuation of medical special needs. Fortunately, for the years 2006 and 2007 there were no evacuations necessary for these Texas coast nursing home facilities. A great relief for all parties.

Gustav & Ike

Old man weather flared up in grand style in the months of August and September 2008 with two evacuations for the Cantex Texas coast facilities with the

the leadership must assesses *The will to win.*

Tough times make for sudden shifts in conditions, often calling for comparable shifts in the ground rules of engagement. Confidence becomes a critical measure, as the simple step of looking inside (our clients, our organizations and ourselves) to measure determination and willingness to adapt, can spell the difference between victory and defeat over the next two years.

The leadership's commitment to the core team, balanced by the staff's loyalty to the enterprise, can make even a modest plan sing.

Internal Discussion

For those facing complex difficulties, simple, frank proactive internal discussion of conditions, coupled with a stated commitment to win, can prove to be invaluable.

This is true both for organizations confronting heavy resistance and those whose potential to win might be increasing as the background environment destabilizes.

Above all else, this is the time to work from corroborated fact, when a totally honest assessment followed by an aggressive plan is the order of the day.

by Marc Paul Chinoy, President of The Regis Group.

Crisis Exercises

During the day, the participants were provided with working tools focused on strategic planning and the joint management of issues. As a part of the session, the group engaged in a series of exercises designed to better prepare for a potential crisis.

Joint Review

"Even though each of us has experienced a wide range of challenging issues over time, the joint review, combined with the advanced methods we learned, will prove their worth when most needed, especially in the current economic crisis," said Bob Chirles, Director of the Loudoun County Department of Family Services.

onset of hurricanes Gustav and Ike, less than 10 days apart. Tyler Junior College cared for 250 residents from the contracted Cantex facilities for 5 days during Hurricane Ike and 7 days during Hurricane Gustav.

Sharing the Operation

In March 2008 Tyler Junior College was presented an award by the Commissioners Court of Smith County for its efforts in medical special needs sheltering.

TJC current President Dr. Mike Metke commented that through this shelter operation the 3 Promises of the college were met: (1) A Quality Education, (2) A Vibrant Student Life, and (3) Community Service.

Recognition

In June 2009 Brian Turman and Randy Melton, coordinators for the College shelter operations, will be recognized by the Cantex Corporation at the company's annual awards dinner in Frisco, Texas. Sharing this shelter operation plan with other colleges and universities has been a goal for both Turman and Melton since the first shelter in 2005. In September 2009 Turman and Melton will be presenting the Tyler Junior College shelter model in a program format at the Texas Association of Chief Community College Student Affairs Administrators conference in Tyler.

"Taking the Fear Out of Evacuation" not only is the motto of the Tyler Junior College shelter operation, but was humbly bestowed upon the college in 2005 by Martha Jo Reeves, the administrator from Silsbee Convalescent Center, Silsbee, Texas. Tyler Junior College is honored to uphold this motto.

Good luck out there!

Marc Paul Chinoy



Phil Morpew

TRG's Morpew leads Marketing Effort for NAMI

Phil Morpew of The Regis Group, Inc. is leading the marketing planning efforts by NAMI Indianapolis. Other members of the NAMI Indianapolis Marketing Committee include Lori Buckley, Carole Joyce, and Joe Lawson.

A National Network

NAMI, the National Alliance on Mental Illness, is a national network of grass roots non-profit organizations that provides services to and for those who face the challenges posed by mental illness. The aim of the marketing effort will be to increase consumer and community-wide awareness of the services available through NAMI, free of charge, and to increase participation in community events

Focus on the Future**Guest Predictions: Rob Lohr**

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

Rob Lohr has served as the Town Manager for the Town of Purcellville, Virginia for 15 years and New Market, Virginia for 8 years. Mr. Lohr received his undergraduate degree from James Madison University in Harrisonburg, Virginia with a degree in Political Science and minors in Public Administration and Paralegal Studies. He also earned a Masters of Public Administration from that school and is a credentialed manager through the International City/County Managers Association (ICMA).



Rob Lohr

Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?

A: Movement by ICMA and other professional organizations to encourage continued professional development and peer networking through the credentialed manager

Q: What changes have been the most troubling to you?

A: The continued deterioration of the relationships that professional managers have with new incoming elected bodies. It appears the civility and understating of the traditional Manager/Council form of government is lacking. Many managers and newly elected bodies are struggling to develop trusting and good working relationships due to the political belief that professional managers need to changed with new elections.

Q: How will globalization (e.g. the emergence of new global powers, such as China and India) affect your professional area in the near term?

A: The greatest impact I see is that it will require all communities to look much farther when making decisions rather than the traditional local and national perspective. Everything from procurement bond issuances and recruitment retention of companies for economic development will be impacted from a global perspective.

Q: What significant challenges might be anticipated in your professional area in the next few years?

sponsored by NAMI.

Commenting on the current efforts underway, Morphew stated that "NAMI is a great organization of volunteers, coming together to help those who must face the challenges posed by mental illness. It is a privilege to have this opportunity to make a contribution to our efforts to make the services of NAMI more accessible."

A First Step

Morphew noted that the 2009 marketing plan marks the first time the local chapter has attempted to improve local activities through a formal approach. Development of any plan is only the first step in the process. Thus, as with any effective plan, the Marketing Committee will ensure that the plan is adequately explicit, in terms of actions, timelines, and ownership, in order to achieve optimal outcomes.



BOXED IN

BizSpeak:
Boxed In

A: Succession planning will be the biggest challenge. So many senior managers will be leaving at the local government level that there will be a significant shortage of young professional administrators to step up. Intern programs and professional development within organizations will be critical.

Q: What are the greatest challenges confronting young professionals in Western culture today?

A: Entering a public field where the rules are changing and issues are occurring faster than they ever have. Government has traditionally been characterized as slow and stable and now all rules are out the window. Public leaders will be entering unprecedented times where there are no rulebooks or guidelines. You must remain flexible, creative and hold true to your moral/ethical compass.

Definition:

To be unable to act, respond or move due to bad political positioning

Related Terms:

Ham-strung

How it Sounds:

"Lois and Janet were BOXED IN by local regulation before they even got started."

**For More BizSpeak,
check out the Book.**

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