



ICMA, the International City/County Management Association, is the world's premier organization advancing professional local government leadership and management. Founded in 1914 by visionary reformers who sought to end municipal corruption and bring professionalism and transparency to local governance, ICMA members strive to effectively, efficiently, and ethically build better, more livable communities—communities we're proud to call home.

ICMA provides a stringently-enforced set of ethical standards; member support; publications; data and information; peer and results-oriented assistance; and training and professional development to more than 9,000 city, town, and county managers and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

Life, Well Run is an ICMA initiative.

Life, Well Run

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Leaders at the Core of Better Communities



***Life, Well Run* is an ICMA campaign designed to raise awareness of and build appreciation for the value that professional local government managers bring to leading ethical, effective, and efficient local government, and building communities we're proud to call home.**



About the Campaign

The *Life, Well Run* campaign is designed to help ICMA raise awareness of the contributions professional local government managers make to building communities we're proud to call home, and to inspire a new generation to join the profession.

ICMA and its members believe passionately that residents are entitled to an ethical, effective, and inclusive government, and hope this campaign will entice young people to consider a career as a professional local government manager.

For more information, contact Catherine Smith, *Life, Well Run* campaign manager, at 202.962.3632 and csmith@icma.org.

“Cities with city manager forms of government are nearly 10% more efficient than cities with strong mayor forms of government.”

—IBM Global Business Services study, 2011

Professional local government managers bring shared commitment and vision to our communities—working in partnership with elected officials and residents to build communities we're proud to call home. They are leaders and managers whose training and passion is to deliver services ethically, efficiently and effectively.

Professional managers guide the work that shapes the cities, towns, and counties where we live, work, and play. Whether it's determining the placement of bike lanes or helping to create a stronger local economy, managers contribute to the choices that build and sustain great communities.

As nonpartisan, nonpolitical public servants, professional local government managers work behind the scenes for the good of their communities partnering with elected officials, business and community leaders, and their staff of public servants. Because these managers do their jobs so well, many Americans are unaware they exist, yet their presence is crucial to delivering services that are 10 percent more efficient than governments without these trained professionals.

