

March 2014

Birthstone: Aquamarine  
Flower: Daffodil

# Pathfinder



CITY OF SANTA MARIA EMPLOYEE NEWSLETTER



*Word has it ...*

*From your City Manager*

Rick Haydon



**March brings us St. Patrick's Day (and the dreams of finding that pot of gold under that rainbow) and the exciting March Madness (high level competition among peers aiming at scoring that illustrious win). On a more personal note, that's not much different for cities when it comes to competing with neighboring jurisdictions in trying to score that "big win" by luring that new company or business to the City, and we can't do that without your help...**

For a new company to come to Santa Maria and open up business here they need to feel that the City is business-friendly, that there's minimum red tape in local government, that permit turnarounds are reasonable, and we're customer friendly.

It is hard to overstate the importance of conveying a positive image of Santa Maria to existing and potential businesses.

Many cities are chasing the same companies, who can comparison shop for new locations. Santa Maria has many positive attributes, but so do other cities – so competition is fierce.

The more efficient and friendly services we provide, the better reputation we gain as a City. The more business we have locally, the more revenue is generated. This directly affects each of us.

Your words and actions about our community carry influence; what you say and do in front to others about Santa Maria is repeated and shared, sometimes widely.

You are an important piece of the whole package. Our customers contact us in many ways. It may be a developer at the planning counter, a mom with kids at the pool, students taking a bus ride, a family grateful that firefighters extinguished a blaze, someone getting reference help at the library, or a neighbor securing help from our code compliance officers.

Every day, we supply clean, quality drinking water and process waste flows. We pick up trash and recyclables. We keep the streets and sidewalks smooth, monitor traffic, provide recreational classes and fields and events, and so very much more.

We create lasting impressions with our customers every time we interact, answering the phone, sending an e-mail, writing a letter, giving directions, reviewing an application, providing service, maintaining a facility, processing a payment, welcoming them into a program, and so on.

Customer service is vital when it comes to not only our daily customers and each other, but to potential new businesses as well.

If we all hold true to the City's Mission Statement, we'll epitomize the definition of truly exceptional public service.

That's what I try to do on a daily basis and I ask you to join me in this manner so we can make our City "shine" like a pot of gold under that rainbow.

*Rick*