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Competing with entries from government entities across the country, the Award of Excellence was given for the City's Alcoa Utility Lines in the Printed Publications – External Newsletter category and for the City Service Guide in the Printed Publications – Resident Guide category.

Contest judges found Alcoa Utility lines, a quarterly bill insert for the City's utility customers, to be "concise, useful and informative." Judges commented that the City Service Guide was "an artfully composed entry that shows an exacting attention to detail and quality production. It is at the same time engaging and informative, successfully meeting its stated communication goals."

Founded in 1988, the City-County Communications and Marketing Association is the leading organization for local governments that are innovating new and better ways of communicating with their citizens by viewing them as customers with important input into the kinds of services offered and how they are provided. The organization consists of 900 city and county members from a number of governmental disciplines and functions across the nation.

The Annual Conference is held in a different location each year in order to allow as many people as possible to attend and to allow members to see local government in action in different areas.

The highlight of the Annual Conference is the Savvy Awards evening Gala. The best practice projects and outstanding work of the membership is shown off both at the awards ceremony itself and in the annual Savvy Awards Display of all entries submitted. The awards are the best way for members to demonstrate what they've accomplished over the past year and then share it with other members.

City Manager Mark Johnson said, "The City is honored to have been recognized on a national level for these publications. Allison Slater deserves a lot of credit for working with the internal development team to produce these publications. We are proud to be able to provide these quality products for our citizens and customers."

2007.11.16