



Dear Colleague:

This year marks the International City/County Management Association's 80th year of service to the local government profession. As a special offer to celebrate its 80th anniversary, **ICMA is offering \$80 off of your first year's dues if you join by April 30, 1994!**

For the past eight decades, ICMA has been at the forefront of promoting local government, providing professional and educational services, supporting the council-manager plan, and initiating advances in the field. When you become a member of ICMA, you become part of an association of 8,000 local government managers, academics and other professionals working to make local government better. In the last 10 years alone, ICMA with the involvement of its members has

- expanded efforts at promoting diversity by producing a Job Opportunities Bulletin targeted to women and minorities
- assisted in the launch of Government Services Television Network (GSTN), a video tape subscription service which brings news, information, and training to local governments
- increased the international impact of our services by matching U.S. local government managers with other countries who can benefit from their experience and expertise, and also by strengthening local government in emerging democracies in South America, Central America, the Middle East, Africa, Eastern Europe, and the former Soviet Union
- become a presence in the area of environmental management by bridging the gap between the U.S. Environmental Protection Agency, state departments of the environment, federal agencies, and local government
- made a major commitment to expanded professional development of its members

And we're not stopping with these accomplishments. ICMA has just completed a research survey studying the use of technology in local governments. Later this year, ICMA plans to publish the results of an extensive study detailing healthcare cost containment strategies used by local governments.

Since its founding in 1914, ICMA members have been an integral part of improving and advancing the profession and the communities they serve. Now, you can become a part of all of the exciting activities and enjoy generous membership benefits at *\$80 less* than the regular annual rate!