

## City Management Seminar

The North Central Texas Council of Governments, Environmental Protection Agency Region 6, Texas Commission on Environmental Quality, and the North Central Texas EMS Work Group are hosting:

### **Balancing Growth, Budget Constraints, and Environmental Risk in City Governments- *The cost of NOT having an EMS***

**Guest Speaker: Bob Herbert, Former City Manager for City of Roanoke VA  
September 27, 2007, 8:30 am  
Ruthe Jackson Center in Grand Prairie**

The seminar will feature W. Robert Herbert, a retired city manager, with experiences associated with NOT having an EMS in place.

#### **Learn to:**

- **Reduce Risk** from your operations,
- **Reduce Impact** to the environment, and
- **Save Local Tax dollars** using an environmental management system (EMS)

#### **W. Robert Herbert**

##### **Virginia Tech, Center for Organizational and Technological Advancement**

W. Robert Herbert is the Director of Virginia Tech's EPA designated EMS Local Resource Center and former City Manager of the city of Roanoke, Virginia. He has first hand local government experience involving the impacts of ***NOT having an EMS in place***. Mr. Herbert has an extensive background in ISO 14001 Environmental Management Systems (EMS) and has established the Center for Organizational and Technological Advancement as one of eleven university-based, [US EPA EMS Local Resource Centers](#).

Mr. Herbert earned statewide and national recognition for more than 30 years of public service, serving in many leadership roles in city government, including city manager of Roanoke, Virginia from 1985 to 1999. During his tenure in the Office of the City Manager, the City of Roanoke **won three All American City awards**, which recognizes innovation for public/private partnerships in solving community problems.

Bob Herbert will demonstrate that EMS is a valuable management tool that improves operations, compliance, and safety while reducing or avoiding costs. EMSs help communities improve and sustain environmental performance. In work with local, state, and federal government facilities, the Center has found that EMSs engage staff, increase awareness of environmental regulations; helps manage operations better, and improve relationships with environmental regulators.

**The event begins at 8:30 a.m.** at the Ruthe Jackson Center located at 3113 S. Carrier Pkwy in Grand Prairie, Texas. **RSVP** for this event to the seminar coordinator at (214) 243-2370 or [grady.coomes@dallascity.com](mailto:grady.coomes@dallascity.com), in order to enjoy the seminar with **free continental breakfast and lunch**. **You must hurry, seating is limited and you would not want to miss out on this great opportunity!**

## Agenda

Welcome and continental breakfast

Introductions

Sam Brush,  
NCTCOG

### North Central Texas Executive Management Session

What is an EMS and how will it benefit your organization?

Bob Herbert,  
Virginia Tech

The Roanoke Story: *“What You Don’t Know CAN Hurt You”*

Bob Herbert,  
Virginia Tech

### Break

EMS implementation and reducing risk at the City of Dallas

Jill Jordan,  
City of Dallas Assistant  
City Manager

What are my legal and organizational responsibilities as a municipal leader?

Panel Discussion:  
Bob Herbert,  
Jill Jordan,  
Israel Anderson,  
David James

### Seminar Luncheon

### Environmental Management Technical Session

EMS support by TCEQ and the PEER Center

David James, TCEQ &  
Elizabeth Frisch, Culture  
Technologies

The business case for undertaking an EMS

Israel Anderson,  
EPA Region 6

Closing Remarks

Bob Herbert,  
Virginia Tech

## Location

*Ruthe Jackson Center*  
*3113 S. Carrier Pkwy*  
*Grand Prairie, TX 75052*  
*Phone: 972-237-7500*  
*Fax: 972-237-7505*

[www.ruthejacksoncenter.com](http://www.ruthejacksoncenter.com)

## Directions

The Ruthe Jackson Center is conveniently located 1 ½ miles north of Interstate 20 in the heart of the D/FW metroplex.

15 minutes from DFW Airport  
30 minutes from Dallas Love Field  
20 minutes from downtown Dallas  
20 minutes from downtown Fort Worth

**From I20** - Exit Carrier Parkway  
(between 360 and Loop 12/Spur 408)  
North 1 ½ miles

**From I30** - Exit Beltline Road  
South to SH303/Pioneer Parkway  
West on SH303/Pioneer to Carrier  
South 2 miles

