

INTERGOVERNMENTAL AND TECHNICAL SUPPORT PROJECTS

CELG provides contract services to municipalities for special purpose studies and technical support. These services are offered at an additional cost but discounted from market cost.

RECENT EXAMPLES INCLUDE

Municipal Consolidation of Lower Alsace and Mt. Penn as proposed and Upper Tulpehocken Township and Strausstown Borough

Consolidation of the Wyomissing Borough Fire Company and Spring Township Fire Company

Sinking Spring Borough Financial Analysis and coordination of BOSS 2020 Redevelopment efforts

Spring Township Management Plan

Western Berks Water Authority (WBWA) with Boroughs of Wyomissing, West Reading and Shillington with an Intergovernmental Agreement to handle new DEP regulations for Chapter 109 PA Safe Water Drinking Act

Manager searches for Wyomissing, Kenhorst Borough and Muhlenberg Township

EDUCATION, TRAINING AND ASSISTANCE

The CELG helps local officials learn best practices, develop skills and improve their understanding of local government authority and procedures for effectively carrying out responsibilities through a variety of learning experiences such as workshops, mini courses, municipal round tables, dinner programs, cable television, audio conferences and customized training.

RECENT TOPICS INCLUDE

Newly elected officials training, future of firefighting, safety for municipal employees and officials, GIS applications, and programming provided by Veterans Affairs.



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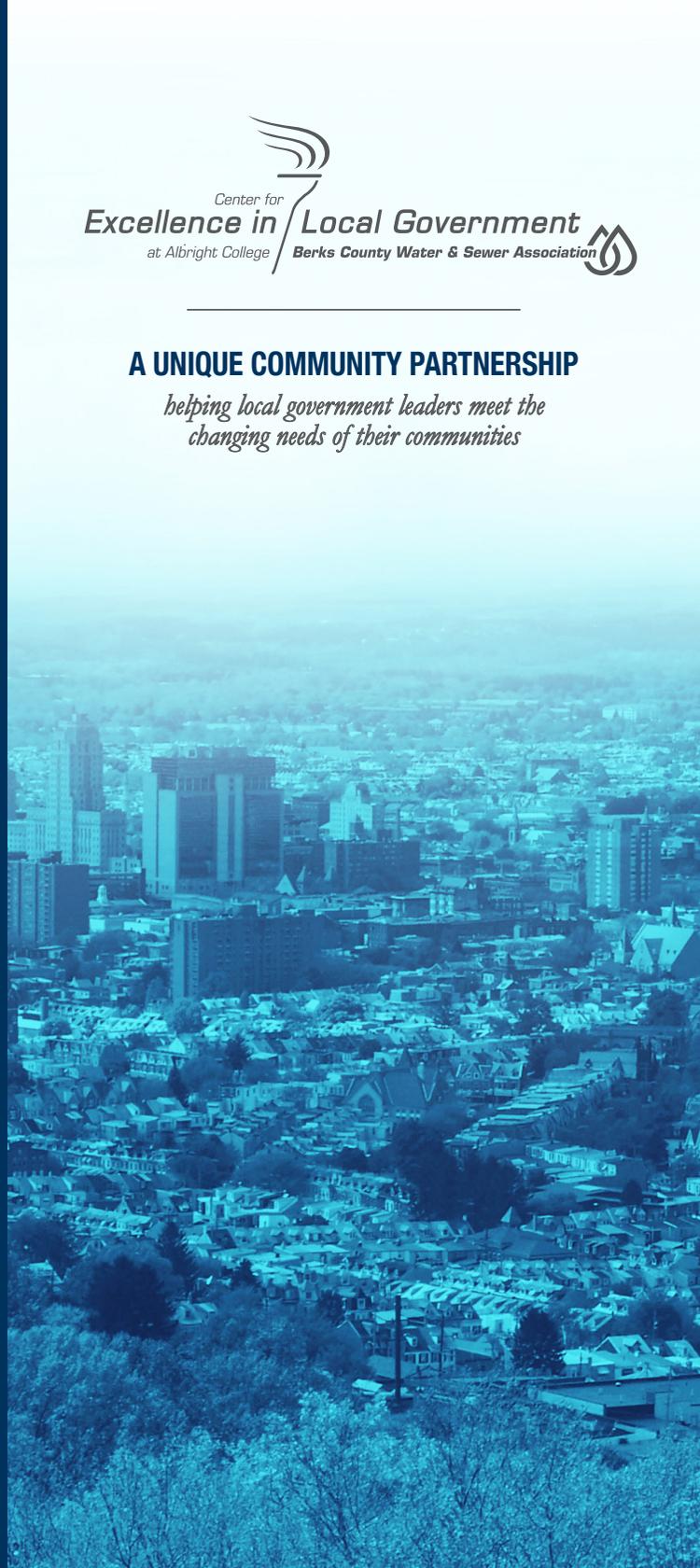
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A UNIQUE COMMUNITY PARTNERSHIP

*helping local government leaders meet the
changing needs of their communities*



CENTER FOR EXCELLENCE IN LOCAL GOVERNMENT

The Center for Excellence in Local Government (CELG) is a unique partnership among academic, public and corporate sectors in the community. Since its founding in 1994, CELG has welcomed over 8,000 attendees to its programs.

MISSION: To maintain and enhance the quality of life in Berks County by assisting municipal leaders in meeting the changing needs of their communities.

VISION: CELG is recognized as the premier municipal leadership development organization in Berks County as a result of its unique public, private and academic partnership. Local officials are inspired to anticipate, plan and prepare for community change through the Center's assistance in: learning best practices, legislative authority and skills for more effectively fulfilling public responsibilities; working cooperatively with other communities and the private sector; and enhancing citizens' understanding of local government organization and operation.

MUNICIPAL COOPERATION CELG provides leadership to create a culture of cooperation among municipalities. Many issues facing local governments are becoming increasingly complex. As a result, municipalities are working cooperatively to reduce operating costs and address issues that require collaborative efforts.

COMPONENTS OF CELG

Community Advisory Board (CAB) is the governing board for CELG made up of representatives of Albright College, municipal government groups, Berks County Water & Sewer Association (BCW&SA) and premier sponsors of CELG. The CAB establishes the strategic direction of the activities of CELG.

Berks Municipal Partnership (BMP) provides a forum to foster dialogue among municipalities and is a standing committee of CELG to bridge the communications between municipalities and Berks County. The BMP includes elected individuals from each of its five regions. With 24 members, it is the largest standing committee of the CELG. The BMP sponsors two breakfasts rotated through the regions of Berks County to foster dialogue between the Berks County Commissioners and elected officials.

Berks County Cooperative Purchasing Council (BCCPC) is a membership driven organization and aims to reduce municipal costs, providing cooperative purchasing for municipalities and authorities in Berks County and beyond.

Berks County Water & Sewer Association (BCW&SA) Created in 2013, the BCW&SA has grown into a significant component of CELG. (BCW&SA more fully described on right hand side of brochure.)

CENTER ORGANIZATIONS

Berks County Secretaries Association is an association of municipal secretaries who meet bi-monthly for professional development and training. Every municipality in the commonwealth has a municipal secretary.

Berks County Borough's Association (BCBA) meets bi-monthly to discuss topics and training of mutual concern for boroughs.

Smart Growth Alliance of Berks County, Master Planner & Advanced Master Planner Operations CELG has sponsored the Master Planner program for more than 20 years. The Master Planner Certificate follows the completion of 27 hours of classes in Zoning, Subdivision and Land Development (SALDO) and Community Planning. CELG partners with the Smart Growth Alliance in identifying topics for the Advanced Master Planner Certificate. This certificate is conveyed upon the completion of 15 additional hours of Advanced Master Planner classes.

Berks County Managers Association (BCMA) offers monthly luncheons for the managers of Berks County to share information and give input on programming needs.

BERKS COUNTY WATER & SEWER ASSOCIATION (BCW&SA)

As a result of the Berks County Planning Commission study on water sewer service providers, a steering committee was organized to examine the opportunity for creating a formal association. Building on the synergy of CELG and its municipal membership, the decision to align the BCW&SA with CELG was made. The BCW&SA is Berks County's association for superintendents, operators, professional services and more.

WHO WE ARE

The Berks County Water and Sewer Association has been an organization that works together to promote best practices in the water and sewer industry in Berks County. It is a nonprofit organization, initiated by a group of devoted municipal officials through the Center's Berks Municipal Partnership, County of Berks Commissioners and Planning Commission, the Greater Reading Chamber Alliance, Center for Excellence in Local Government, water and sewer service providers and the economic development community.

WHAT WE DO

The BCW&SA sponsors networking events, an annual conference, trainings and special meetings throughout the year to address water and wastewater issues. BCW&SA workshops are designed to bring new products and procedures to the attention of the members, specifically new regulations required by the Pennsylvania Department of Environmental Protection, and other state and federal regulatory agencies. Topics include operations, capital improvement planning, economic development, labor relations and employee contracts. We offer opportunities to earn continuing education credits toward operator or professional engineering licenses. Through our annual conference and other training, all of this can be earned locally, avoiding travel expenses for municipal/authoritative staff.

Business meetings are held quarterly in Albright College's Roessner Hall, in Reading, Pa. Additionally, site visits held at member facilities include tours and trainings specific to each facility. Recent tours have included Sinking Spring and city of Reading wastewater treatment plants, water treatment facilities for Reading Area Water Authority, Western Berks Water Authority and Hamburg Municipal Authority. In addition, BCW&SA committees meet quarterly to identify workshop topics, annual conference planning and membership and marketing for the association.

VISION: The BCW&SA works to provide all Berks County water and sewer operators, providers and professionals with premier services for education, best practices and information about environmental regulations and requirements. The organization strives to educate all individuals in the industry, promote economic growth and build long-lasting relationships with others for the advancement of the profession, as well as the association.

WHO CAN JOIN?

Operators, systems, municipalities, manufacturers/ reps., professional service providers, etc.. Individual membership is also available for professionals.

System & Municipal Membership: Water and wastewater utilities; bulk and vendor water suppliers; private, commercial and industrial water suppliers; private, commercial, and industrial collection and treatment systems; municipalities.

Joint Membership: Water and sewer systems with overlapping service areas may sign up for joint membership

Business Member: Commercial and professional service providers that directly or indirectly support the water and wastewater industries. This includes services provided by vendors, contract operations, engineering, environmental accounting, legal and economic development.

opportunities for
SPONSORSHIP

CELG receives its funding primarily from municipal and utility sponsors and matching funds from Berks County and corporate sponsors. Corporate sponsorship opportunities are available at numerous levels, accompanied by benefits that aim to assist in interaction between our municipal and Berks County Water and Sewer Association members.

CORPORATE SPONSORSHIP BENEFITS

ENTRY LEVEL - \$300

Promotion at all CELG programs

Members-only registration rates for all CELG programs

Entry to Annual Master Planner Award & Sponsor Recognition Open House

Company logo on the CELG website

BRONZE SUPPORT LEVEL - \$1,000

Includes all Entry Level benefits, PLUS:

Two invitations to the Municipal Officials Dinner

25-word corporate advertisement on the CELG website

SILVER SUPPORT LEVEL - \$2,000*

Includes all Entry Level and Bronze Level benefits, PLUS:

Event sponsorship at the Municipal Officials Dinner

Four invitations to the Municipal Officials Dinner

50-word corporate advertisement and home page link on CELG website

Mention at our annual golf tournament save-the-date card

GOLD SUPPORT LEVEL - \$3,000*

Includes all Entry Level, Bronze Level and Silver Level benefits, PLUS:

Annual golf tournament hole sponsorship and program mention

One foursome at the CELG/BCW&SA golf tournament

Mention on the Municipal Officials Dinner program

One vendor table and one attendee at the BCW&SA annual conference

PREMIER SUPPORT LEVEL - \$5,000*

Includes all of the above PLUS:

Four invitations to the Municipal Officials Dinner; two seats at a head table

One vendor table and one attendee at the BCW&SA annual conference

**Silver, Gold and Premier Level sponsors may divert part of their commitment to the Berks County Water & Sewer Association for annual membership.*

MUNICIPAL SPONSORSHIP OPPORTUNITIES

CELG accepts municipal contributions at many levels.

Sustaining Contributors (\$5,000+), Benefactors (\$2,500 - \$4,999),

Patrons (\$1,000 - \$2,499), Donors (\$500 - \$999), Supporters (\$200-

\$499), and Friends (\$100 - \$199). The Berks County Commissioners

match every dollar contributed from the CELG member municipalities.

CELG/BCW&SA ANNUAL EVENTS

MUNICIPAL OFFICIALS DINNER

Annual gathering of officials from the counties 72 municipalities, including townships and boroughs and the City of Reading, along with county commissioners. This event has a key note speaker and the presentation of the annual Richard C. Trostle award, presented annually to the elected municipal official who successfully demonstrates an outstanding commitment to bringing about cooperation among communities.

GOLF OUTING

Held in May – includes municipal officials and Center sponsors for a day of relaxation and intergovernmental communications.

OPEN HOUSE

Held in October – CELG's annual thank you to the Centers sponsors with a keynote speaker. Presentation of Master Planner certificates and the presentation of the Annual Smart Growth Alliance award as well as the induction of the annual Berks County Wall of Fame award, presented annually to officials in recognition for outstanding service to Berks County and/or its municipalities.

BCW&SA ANNUAL CONFERENCE

Held in July – an all-day session with training for water and wastewater operators, municipal and authority officials and vendors in the field.

BCW&SA SOURCE WATER PROTECTION GOLF OUTING

Dedicated to raising funds for the Berks County source water protection plan. The only countywide source water protection plan in PA.