



WHAT MAKES A GOOD MAYOR ISN'T WHAT YOU PROMISE **IT'S WHAT YOU DO**

Talking about what you'd do if you had a job is pretty easy. Actually doing the work — well, that's something else.

If you were looking for the job of mayor, for example, it would be easy to talk about a commitment to education and promise that you won't close a school. Doing the work, on the other hand, involves getting out into the community to discuss what residents want from the schools, finding ways to maintain small class sizes, and finding funds — even when it means doing something unpopular like asking voters to pass a tax override.

It's easy, too, to make simple statements about tough issues, like the expansion of Northampton's landfill. It's harder to go out and explain

to residents, some of whom are dead-set against expansion, why you believe you've made the right decisions. It's hard even when you know expansion is financially sound for Northampton and environmentally safe for our city and our neighbors. Even when the state and the mayor of Easthampton both are behind you.

I've been doing the work of being Northampton's mayor every day for 10 years. Sometimes that work is fun, like when you get to open a new bike path. More often, it's hard, whether you're looking for funding for a new police station, negotiating with Smith College for payment in lieu of taxes, or trying to balance the needs of residents and businesses. For me, it's always a labor of love. I love this city. And I love the work of keeping it strong and vibrant.

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Higgins.

IT'S NOT ABOUT THE JOB, IT'S ABOUT THE WORK.