



# 2008 Summer Conference

July 23-25 • Loews Ventana Canyon Resort • Tucson, AZ





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2008 ACMA SUMMER CONFERENCE - JULY 23-25

# PROGRAM

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Welcome!

Dear ACMA Summer 2008 Conference Attendee,

Thank you for attending the 2008 ACMA Summer Conference. The Conference Planning Committee has put together an informative and exciting conference for you. In this binder you will find the conference schedule and information on all of the sessions. In an effort to reduce the amount of paper used at this conference, printed copies of PowerPoint presentations will not be available. All session presentations will be available at [www.azmanagement.org](http://www.azmanagement.org) following the conclusion of the conference.

Thank you for attending and enjoy the conference!

Sincerely,  
James Jayne  
Navajo County Manager  
Summer Conference Planning Chair

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Wednesday, July 23

- 7:00 - 12:00 p.m. **Golf**  
**Location:** Loews Ventana Canyon Golf Course
- 7:30 a.m. **Golf Shotgun Start**
- 12:00 - 1:30 p.m. **Lunch**  
**Location:** Registration Foyer
- 1:00 - 4:30 p.m. **The Manager's Role in Moving Communities from Good to Great**  
**Presenter:** Felicia Logan, ICMA  
**Location:** Catalina Ballroom

This program builds on concepts from a conversation between Jim Collins, author of *Good to Great and the Social Sectors: a Monograph to Accompany Good to Great*, and Bob O'Neill, Executive Director, ICMA, captured on DVD, after the ICMA Annual Conference. It also includes comments and examples from local government managers who are working to apply the Good to Great concepts in their localities.

*ICMA Practice Areas: 1 and 6*

- 5:00 - 7:00 p.m. **Opening Reception**

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Thursday, July 24

- 8:00 - 9:00 a.m. **Continental Breakfast**  
**Location:** Registration Table Foyer
- 8:00 - 9:00 a.m. **Informal Session: ICMA Credentialing: The Basics**  
**Presenters:** Pam Kavanaugh, Assistant City Manager, City of Glendale  
Cynthia Seelhammer, Deputy City Manager, City of Phoenix  
Jim Thompson, Manager, City of Casa Grande  
**Location:** Executive Boardroom

This informal breakfast session will introduce the ICMA Voluntary Credentialing Program to members who may "what, why and how" but do not know who to ask. Learn your options and get working toward your designation as "Credentialed."

*ICMA Practice Areas: 1 and 18*

**9:00 - 10:15 a.m. General Session: Motivational Speaker**

**Presenter:** Phil Van Hooser

**Location:** Catalina Ballroom

For the past twenty years, corporate groups and associations throughout the U.S. and beyond have trusted Phil Van Hooser and his expertise to provide solutions for the leadership and customer service issues their people face.

Van Hooser's reputation for transforming managers into leaders and service providers into service professionals has proven to be a sure bet.

His best-selling book, *Willie's Way: 6 Secrets for Wooing, Wowing and Winning Customers and Their Loyalty*, and his management training system, *The Leadership Journey*, have been used by companies all across the U.S. and beyond to help their people become more successful leaders and service professionals.

**10:30 - 11:45 a.m. Concurrent Session 1: The "Hypocritical" Oath?:**

**Developing a Council Code of Ethics**

**Presenters:** Dick Bowers, ACMA Life Member

Jim Svava, Professor, School of Public Affairs, ASU

**Location:** Catalina Ballroom

Local charters provide detailed information on the roles and responsibilities of Councilmembers, Vice Mayors and Mayors, but many elected officials are requesting more guidance on ethical issues and questions of right and wrong. Council Codes of Ethics provide clarification on these often 'grey areas', and are believed by many to promote the highest standards of honesty and integrity in local government and ensure the quality of local government through adherence to ethical principles.

*ICMA Practice Areas: 2, 8, and 17*

**10:30 - 11:45 a.m. Concurrent Session 2: Transitioning Your Career:**

**Making the Move from Associate to Full Member**

**Presenters:** Andy Bertelsen, Public Works Director, Coconino County

Michael Schrock Jr., Director, Management & Budget, City of Surprise

Kate Zanon, Assistant to the Manager, Town of Fountain Hills

**Location:** Kiva A

This session will be geared heavily toward Associate Members (e.g. Management Assistants / Analysts, Assistants to the Manager, Management Interns, etc.) who are seeking to advance their career by moving into a Manager, Assistant / Deputy Manager, or department head role in the near future. The session will feature a panel of three ACMA members who recently made this type of transition. They will address various topics including: how they got to the positions they're in, how their lives have changed since taking on their new assignments (both professionally and personally), what new or old skills they employ in their new role, and what have been the pros and cons of making the career transition.

*ICMA Practice Areas: 1 and 18*

**12:00 - 1:30 p.m. Lunch**

Enjoy lunch with entertainment from David Fitzsimmons, Political Cartoonist from the Arizona Daily Star.

**Location:** Kiva B

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- 1:30 - 4:30 p.m. **Field Demo: Energy Generation, Conservation and Sustainability at The University of Arizona**  
**Location:** Please Meet in Hotel Lobby.

The University of Arizona (UA) has long been an outstanding example of energy conservation and sustainability in the State of Arizona. But, did you know that the UA also generates much of its own electricity, as well as pumps much of its own water? Come learn how the UA cuts down on its energy intake and has learned to rely on itself for utility needs by taking a tour with staff of UA Facilities Management. This session promises to provide some great ideas for municipal utility users across Arizona.

*ICMA Practice Area: 6*

- 1:45 - 2:45 p.m. **Concurrent Session 1: Major and Community Event Planning: How to Prepare and What to Expect**  
**Presenters:** Wade Dunagan, Executive Director, WGC -  
Accenture Match Play Championship  
Sonny Culbreth, Assistant City Manager, City of Litchfield Park  
Cathy Gorham, Director of City Manager Relations, City of Glendale  
**Location:** Catalina Ballroom

This session will cover some of the recent "mega-events" that have happened in Arizona, as well as some of the smaller, community-oriented events held in many cities and towns. In 2008, the State of Arizona hosted the Super Bowl in Glendale as well as the Accenture Match Play golf tournament in Marana, both of which required a major commitment of resources and regional planning. This session will discuss how to prepare logistically for such a major use of municipal and community assets and temporary influx of population, as well as what to expect economically and organizationally in the aftermath. The planning of municipal festivals and fairs will also be a topic of discussion, making this a great session for large and small cities and towns alike.

*ICMA Practice Areas: 3 and 13*

- 1:45 - 2:45 p.m. **Concurrent Session 2: Green Building Design and LEED Certification**  
**Presenters:** Gene Hepler, Manager, Office of Management & Budget, Mohave County  
Vinnie Hunt, Administrator, Architecture & Engineering Division,  
City of Tucson  
Jim Westberg, Administrator, Energy Office, AZ Department of Commerce  
**Location:** Kiva A

With increasing concerns about energy consumption and carbon footprints, local governments are adapting to and leading the way in public building design for sustainability. This session focuses on local government examples of green building design and how to achieve certification in LEED (Leadership in Energy and Environmental Design). Panelists will discuss what other agencies have done to achieve their certification and what local governments can do to achieve green building design for their communities.

*ICMA Practice Areas: 6 and 13*

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Thursday, July 24

**3:15 - 4:30 p.m. General Session: Effects of the Economy and the Housing Market on Local Government**  
**Presenters:** Rogene Hill, Assistant Manager, City of Avondale  
 Lee R. McPheters, Ph.D., Professor of Economics, ASU  
 Edward P. Taczanowsky, President,  
 Southern Arizona Home Builders Association  
**Location:** Catalina Ballroom

The housing market slowdown and the mortgage crisis are having a significant impact on local government budgets. This session will focus on the state and national housing market trends as well as industry and local government perspectives about what the future holds.

*ICMA Practice Areas: 10 and 11*

**5:00 - 6:00 p.m. Associates' Networking Suite**  
**Location:** Executive Boardroom

**5:00 - 6:00 p.m. Hospitality Suite** (*open to all conference attendees*)  
**Location:** Hospitality Suite 2206

**6:00 - 8:00 p.m. Casual Dinner**  
**Location:** Kiva Ballroom

Friday, July 25

**8:30 - 9:45 a.m. Continental Breakfast**  
**Location:** Registration Foyer

**8:30 - 9:45 a.m. ACMA Board Meeting**  
**Location:** Coronado

**8:30 - 9:45 a.m. Informal Session: Celebrating Arizona's Centennial**  
**Presenter:** John Driggs, Centennial Commission  
**Location:** Catalina Ballroom

Arizona commemorates 100 years of Statehood on February 14, 2012. Join us for an update from the Arizona Centennial Commission on what is being done to prepare for this and how your community can get involved.

**10:00 - 11:30 a.m. Closing Session: 2008 Legislative Update**  
**Presenters:** Representative Tom Prezelski, District 29  
 Representative Andy Tobin, District 1  
 Representative Theresa Ulmer, District 24  
 Jeff Kros, Legislative Director, League of Cities & Towns  
 Craig Sullivan, Executive Director, County Supervisors Association  
 Cheyenne Walsh, Legislative Associate, League of Cities & Towns  
**Location:** Catalina Ballroom

Key Legislators and Legislative Staff will provide an overview of the 2008 Legislative session and explain behind the scenes events and processes that resulted in this year's legislation. Members will also have the opportunity to ask questions about specific pieces of legislation that were passed this session.

**11:30 a.m. Conference Concludes**