



ARIZONA
CITY/COUNTY MANAGEMENT
ASSOCIATION

SUMMER CONFERENCE

2009

July 22nd - 24th · Loews Ventana Canyon Resort · Tucson, AZ



WWW.AZMANAGEMENT.ORG

PROGRAM



Wednesday, July 22nd

Golf

7:00 am • Loews Ventana Canyon Resort Golf Course

Stress Relief - Unbuckle Your Chuckle

10:00 am • Catalina Ballroom

PRESENTER:

Tabitha (Tibby) J. Cornelius, M.C.

Using humor in the workplace creates a positive work environment that increases productivity and efficiency, raises morale, fosters creativity and helps your workers be more resilient, well-balanced, healthier and happier.

- Humor has the exact opposite effect on the body that stress has
- Laughter lowers blood pressure, relaxes the body and allows free thinking
- Humor allows you to think more clearly, find creative solutions to puzzling problems and see the consequences of a decision
- Laughter, humor and play facilitate social skills that enable us to establish rapport and create a positive environment for team building

Lunch

11:30 am • Conference Foyer

Navigating the Fiscal Crisis: Tested Strategies for Local Leaders

1:00 pm • Catalina Ballroom • ICMA Practice Areas: 3, 6, 13

PRESENTER:

Karen Thoreson, *President/Chief Operating Officer, Alliance for Innovation*

This session will focus on the current challenges that localities are facing in the tumultuous economy. Commissioned by ICMA, and prepared by ASU's Academic Network for the Alliance for Innovation, this white paper has been discussed across the country and heralded as a roadmap for local governments that are facing the most difficult economic landscape in 50 years. Presenters will discuss the 12 local governments across the country that are being monitored to discover how they are coping and innovating their way through these uncharted economic times.

Communicating in a Challenging Economy

3:00 pm • Catalina Ballroom • ICMA Practice Areas: 10, 14, 16

PRESENTERS:

Charlie McClendon, *City Manager, Avondale*

Kelly Corsette, *Public Information Manager, Peoria*

Given today's challenging economic climate, government leaders are increasingly called upon to develop an open and collaborative budget process. In doing so, an organization must develop a multi-faceted communication strategy. This session will focus on how to communicate within and outside of your organization throughout the budget process and the fiscal year.

Opening Reception

5:00 pm • Bill's Grill

Thursday, July 23rd

Continental Breakfast

8:00 am • Conference Foyer

Board Meeting

8:00 am • Coronado Room

Building Diversity In Your Organization: Grass Roots to Organizational Philosophy

9:00 am • Catalina Ballroom • ICMA Practice Areas: 1, 9

PRESENTER:

Don Logan, *Diversity Administrator, Glendale*

Don Logan, Diversity Administrator at the City of Glendale, will share his knowledge and experiences, providing an interesting and thought-provoking forum on how to build diversity initiatives and how to address diversity challenges. Learn how engaging and collaborating with your employees and the community furthers diversity and strengthens your organizational values.

Elements of Dynamic Volunteer Programs

10:30 am • Catalina Ballroom • ICMA Practice Area: 8

PRESENTERS:

Shannon Chambers, *President and Founder of Service by Design*

Matt Cohrs, *Neighborhood Partnership Administrator, Glendale*

Patty McMahon, *Volunteer Coordinator, Phoenix Convention Center*

There is a limitless pool of people who may want to volunteer in your organization. With a minimum of three generations of potential volunteers in line for volunteer positions, how do you select, hire, train, schedule, and manage this diverse workgroup and turn it into a DYNAMIC program? This session will include tips on understanding the logistics of managing such a program once you've created it, and some thoughts on understanding the generations, what motivates each of them, and creating an environment where they can work together successfully.

The Arizona Revenue Paradigm: Is it Time to Change?

10:30 am • Kiva A • ICMA Practice Area: 10

PRESENTERS:

Dr. Jeff Chapman, *ASU, School of Public Affairs*

Robert Robb, *Columnist, The Arizona Republic*

Jeff Tyne, *Budget Director, Peoria*

The current Arizona revenue model forces local jurisdictions to be reliant upon state shared revenues, local sales tax and property taxes as their primary source of operating and capital revenue. As we begin to recover from the deepest recession since World War II, will these sources of traditional tax revenue be sufficient to meet the needs of cities and counties? This session will challenge the current revenue paradigm and engage the ACMA membership on new opportunities that will effectively address a much different, post-recovery, economic landscape.

PROGRAM



Thursday Continued...

Lunch -David Fitzsimmons

12:00 pm • Salon B

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

Economic Update

1:45 pm • Catalina Ballroom • ICMA Practice Area: 11

PRESENTER:

Lee McPheters, ASU, Economist

Cities and towns are currently grappling with a downturn in a once booming state economy fueled by a strong housing market. This session will explore the current state of the economy, the effect of the financial market collapse and long term recovery.

Cities in Arizona's Sun Corridor: What is the Role of Interregional Relationships in Planning for the Future?

3:15 pm • Catalina Ballroom • ICMA Practice Areas: 2, 3, 13

PRESENTERS:

Eric Anderson, *Transportation Director, Maricopa Association of Governments*

Barry Broome, *President & CEO, Greater Phoenix Economic Council*

Mark Muro, *Fellow & Policy Director, Metropolitan Policy Program, The Brookings Institution*

Joe Snell, *President & CEO, Tucson Regional Economic Opportunities*

Rick Van Schoik, *Director, ASU, North American Center for Transborder Studies*

This session will introduce discussion regarding the role of collaboration and building interregional relationships among representatives of counties, cities, and towns and other key stakeholders to strategically address and guide future planning and development in Arizona's Sun Corridor. Speakers for this session will discuss the role of regional metropolitan planning organizations in transportation planning efforts, external forces and economic opportunities identified for the Sun Corridor, and how strengthening this part of the state through strategic transportation, infrastructure, planning, and economic development initiatives could empower Arizona and its presence in the Intermountain West on a national and international scale.

Reception

5:00 pm • Conference Foyer

Casual Dinner

6:00 pm • Ballrooms B & C

Friday, July 24th

Continental Breakfast

8:00 am • Conference Foyer

Tweet This Session:

How Social Media is Changing Local Government

9:00 am • Salon B • ICMA Practice Areas: 4, 6, 7, 16

PRESENTERS:

Kim Kaan, *Web Site Manager, Chandler*

Jessica Broderson, *Web Specialist, Mesa*

Rodney Campbell, *Public Information Officer, Marana*

Timothy Tait, *Director, Community Relations, ADOT*

Between Twitter, Facebook, MySpace, and LinkedIn, there are an abundance of new ways local government can contact residents. But is it worthwhile and can it be effective? "Tweet This Session" is for attendees that want to know what Web 2.0 technologies are, how they are used, who is using them, and why they matter for local government. Presenters will use short case studies, new research and reports, and innovative ideas for implementation to leave attendees energized and ready to use social media in local government.

CityNorth and the City of Phoenix: What are the Implications for Local Economic Development?

9:00 am • Catalina Ballroom • ICMA Practice Areas: 6, 10, 11

PRESENTERS:

Frank Cassidy, *Town Attorney, Marana*

Lisa T. Hauser, *Attorney, Gammage & Burnham*

This session will feature a panel of experts examining the recent CityNorth/City of Phoenix (aka Turken v. Gordon) appellate court ruling and its impact on local economic development efforts. Does the court's ruling signify an end to retail tax incentives as we know them? What tools are still available to help local governments attract business investment? What does the future hold for this landmark case? Come hear about the ramifications this ruling has had and may continue to have on cities, towns, counties, and the State of Arizona.

2009 Legislative Update

10:45 am • Catalina Ballroom • ICMA Practice Areas: 2, 11

PRESENTERS:

Jeff Kros, *Legislative Director, League of Arizona Cities & Towns*

Todd Madeksza, *Director of Legislative Affairs, CSA*

Cheyenne Walsh, *Legislative Associate, League of Arizona Cities & Towns*

This session will update members on a variety of timely legislative issues. League legislative staff will provide an overview of the 2009 legislative session, and explain the challenges and opportunities we currently face.

Conference Concludes

12:00 pm



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