



Summer Conference

The New Era in Local Government

July 28-30, 2010 at Loews Ventana Canyon in Tucson

PROGRAM



Wednesday, July 28

Golf Tournament

7:00AM at the Mountain Course

What's Your Reality Roundtable?

10:00AM in Salon B

Speakers: Kari Kent, *Deputy City Manager, City of Mesa*
Sherry Schurhammer, *Budget Director, City of Glendale*

Service expectations remain high in our communities despite limited resources. Come share how your organization is responding to the changing dynamics of today's economy. Share any processes your Council or Board has utilized to create an organizational strategic direction or prioritization of services or how staff has created innovative approaches to service delivery.

Lunch

12:00PM in the Conference Foyer

Budgeting for Results/Toolkit

2:00PM in Salon B

Speakers: Terry Doolittle, *County Manager, Pinal County*
Kent Taylor, *Managing for Results Administrator,*
Office of Strategic Planning, Pinal County
Marv Weidner, *CEO, Weidner, Inc.*

Hear how one Arizona county has taken steps to implement a Managing for Results toolkit into their organizational culture. Working through a countywide strategic plan, this county is aligning department strategic business plans, goals and performance measures, employee performance integration, data collection, budget integration, report and analysis, and reporting to citizens. This performance management discussion will provide valuable insight to our toolkit as we all work to align our resource allocation and strategic initiatives.

Social Media – the New Normal for Civic Engagement?

3:15PM in Salon B

Speakers: Karen Thoreson, *President, Alliance for Innovation*
Todd Sander, *Deputy Director, Center for Digital Government*

What are the benefits of using these innovative tools in local government? Citizens want to be connected and social media gives government the tools to provide instant communication. But there also are risks to manage in the open environment that social media has manifested. This session presented by The Alliance for Innovation with the Center for Digital Government will look at the economic and social values that are being achieved through online citizen engagement.

Opening Reception

5:00PM in the Conference Foyer

Thursday, July 29

Breakfast

8:00AM in the Conference Foyer

Board Meeting

8:00AM in Coronado

Economic Update

9:00AM in Salon A

Speakers: Dr. Alberta Charney, *Senior Research Economist,*
Eller College of Management, The University of Arizona
Mr. Jim Rounds, *Senior Vice President & Senior Economist,*
Elliot D. Pollack & Co.

This session will feature a panel discussion on Arizona's economy, including ACMA's semiannual economic update, Arizona's tax structure, and public spending trends. Come hear from the experts about the economic health of our state and progress toward an economic recovery.

The New Normal – Part One, Personnel

10:30AM in Salon A

Speakers: Kevin Burke, *City Manager, City of Flagstaff*
Lori Steward, *Labor Relations Administrator, City of Phoenix*

This interactive session will focus on the anti-government movement that is pushing for tax and government reform. The speakers will provide detailed information on Prop 13, Liberty Charter and other issues that, if adopted, will change the face of local government. Additionally, tips on how to effectively communicate with residents to build trust and improve transparency will round out the discussion.

Lunch

12:00PM in the Catalina Ballroom

Speaker: Dick Bowers, *ACMA Life Member*

Come join your friends and colleagues of ACMA for a lunch of food for thought with ACMA Life Member Dick Bowers. Dick will lead us through a discussion of this year's summer conference topic, "A New Era of Local Government," speaking from his lifetime of learning experiences as a successful public service employee, City Manager, educator, and involved member of his community.

PROGRAM



Thursday Cont'd

Pink Slips to Permission Slips

1:15PM in Salon A

Speakers: Tammy Albright, *Deputy Director, City of Mesa Development and Sustainability Department*

Diana Bundschuh, *Deputy Chief Information Technology Officer & Innovate Team Chairperson, City of Glendale*
Stacy Hettmansperger, *Intern, Alliance for Innovation/ City of Maricopa*

Michael Ortega, *County Administrator, Cochise County*
Charles Ryan, *Director, Arizona Department of Corrections*

The past several years have been challenging times for Arizona counties and municipalities who have faced budget reductions and employee layoffs. As difficult as it has been, governing bodies have used the economic turndown to encourage risk taking and out of the box thinking to develop creative approaches to service delivery. Hear about opportunities that have resulted from this empowerment, find out what innovation programs have been developed to foster a risk-taking culture, and discover ways you can continue to foster a sense of innovation in your organization.

The New Normal in the Community

3:00PM in Salon A

Speakers: Alonso Avitia, *Parks and Recreation Department, City of Phoenix*
Pier Simeri, *Community Relations & Public Affairs, City of Avondale*
Courtney Tjaden, *Musical Instrument Museum*

This is the third and final session on "The New Normal". We will focus on managing the impact of reduced local government budgets on the services expected and relied upon by the community through positive citizen engagement and the creative use of volunteers. In addition, see how technology can help you manage, train and reward a volunteer workforce.

Reception

5:00PM in the Conference Foyer

Dinner

6:00PM in the Grand Ballroom

Come join your colleagues for a fun evening of food and games.

Friday, July 30

Breakfast

8:00AM in the Conference Foyer

Ethical Survivor with ICMA

9:00AM in the Catalina Ballroom

Speaker: Martha Perego, *Director of Ethics, ICMA*

Ethics is not for the faint of heart, and that's why you'll need to have all your wits about you when ACMA presents: "Ethical Survivor"...Arizona Edition...extreme heat, extreme skill, extreme ethics! Join session leader, Martha Perego, ICMA's Director of Ethics, as teams struggle to survive those prickly real world ethical issues facing local government professionals. Will you be stranded in the Sonoran desert for an ethical lapse? Impaled on a saguaro cactus? Are you up to the ethics challenge? This fun, interactive session comes complete with tips and proven strategies for survival.

Tune Up Employee Performance on \$0 Training Budget

10:00AM in the Catalina Ballroom

Speaker: Patrick Ibarra, *Co-founder and Partner, The Mejorando Group*

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Legislative and Legal Update

11:00AM in the Catalina Ballroom

Speakers: Frank Cassidy, *Attorney, Town of Marana*
Jeff Kros, *Legislative Director, League of Arizona Cities & Towns*
Craig Sullivan, *Executive Director, County Supervisors Association*

This session will update members on a variety of timely legislative issues. League and County Supervisors Association legislative staff will provide an overview of the 2010 legislative session, and explain the challenges and opportunities we currently face. Members will also hear about the current status of legal issues that are affecting cities, towns and counties.

CONFERENCE CONCLUDES

12:00PM

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