

ARIZONA  
CITY/COUNTY MANAGEMENT  
ASSOCIATION



**2012 SUMMER CONFERENCE**  
Innovation and Inspiration to Transform Arizona's Communities

JULY 25-27, 2012 | LOEWS VENTANA CANYON RESORT | TUCSON, AZ

## WEDNESDAY, JULY 25

**7:30 A.M. Golf**  
Loews Ventana Canyon Course

**10:00 A.M. Registration Opens**  
Kiva A

**12:00 P.M. Lunch with an Executive**  
Kiva A  
*ICMA Practice Areas: 1, 9, 18*

Members who have signed up for this lunch in advance will meet in the Kiva Ballroom at noon. If you are interested in participating in a future lunch activity, please e-mail [info@azmanagement.org](mailto:info@azmanagement.org).

**1:15 P.M. ICMA University Workshop – Moving Your Organization Toward Higher Performance**  
Kiva B  
*ICMA Practice Areas: 1, 6*

**Speaker:** Cheryl Hilvert, Director for the Center for Management Strategies, ICMA

Regardless of the size or location of our organizations, we are all challenged by the same types of issues—increased demands for services, reduced revenues, negative perceptions of government and disengaged workers. This workshop will challenge you to think differently about how your organization can work! Key concepts of the High Performance Organization Model to be discussed include “Developing the New Government Employee,” “Doing the Work of Leadership at all Levels of the Organization,” “Deciding your Leadership Philosophy,” “Focusing on both the Vision and the Culture of your Organization,” and “Building Capacity through Employee Teams.” The program will afford participants opportunities for small group discussion and encourage thinking about “next steps” to move their organizations toward “higher performance.”

**Note:** This session required advance RSVP. Sign-up will not be available onsite.

**5:30 P.M. Opening Reception**  
Canyon Café and Bill's Grill



**Don't forget to visit our sponsor booths for your chance to win a Kindle Fire!**

## THURSDAY, JULY 26

**8:00 A.M. Continental Breakfast**  
Kiva A

**8:00 A.M. Board Meeting**  
Executive Boardroom – Main Hotel

**9:00 A.M. Ideas that Worked – Rapid Fire Innovation**  
Kiva B  
*ICMA Practice Areas: 4, 6*

**Facilitator:** Karen Thoreson, President/COO, Alliance for Innovation

**Speakers:** Kasey Beal, Deputy Chief, Mesa Fire and Medical Department  
Daniel R. Davis, Economic Development Director, Avondale  
Aimee Fifarek, Senior Manager for Technology & Content, Scottsdale  
Mike Letcher, Former AZ City Manager, Senior Vice President, The Mercer Group  
Jean Moreno, Innovate Program Administrator, Glendale  
Ann Porter Community Relations Coordinator, Scottsdale  
Del Post, Deputy Town Manager, Marana  
Scott Ruby, Attorney, Gust Rosenfeld  
John Ruggieri, City Center Development Specialist, Avondale

Rapid Fire Innovation is an interactive discussion showcasing hot management topics and how they are being addressed successfully in Arizona communities. Speakers will have seven minutes each to present an idea, innovative project, or successful program, which will then be discussed for seven minutes in groups before moving on to the next topic. This session is all about the “buzz” – an interactive, energetic, idea exchange – designed to inspire and engage you.

The presentations will follow the Alliance/ASU's Six Qualities Linked to Innovation (featured in the May issue of PM Magazine) study. More information on each topic is included in the “Rapid Fire” session tab of your binders.

**10:45 A.M. What's your Interest? A Simple Approach to Complex Problems**  
Kiva B  
*ICMA Practice Areas: 1, 2, 14*

**Speaker:** Marc Skocypiec, Assistant Town Manager, Gilbert

Are your union negotiations seen as collaborative success? Does your council focus on policy-level decisions rather than pet projects? Recognizing that the chief function of local government at all times is to serve the best interests of all people (ICMA Tenet 4), you'll leave this session with the ability to turn positional confrontations into productive, interest-based conversations.

**12:00 P.M. Lunch**  
Kiva A

**(Will add text here)**

**1:15 P.M. Economic Update**

**Kiva B**

**ICMA Practice Area: 11**

**Speaker:** Dr. Ron Gunderson, Professor of Economics, Northern Arizona University

This session will explore the current state of the economy, both on a local and national scale. Members will hear from an economist at Northern Arizona University.

**3:00 P.M. How to Create "Bench Strength" in Your Organization**

**Kiva B**

**ICMA Practice Areas: 1, 3, 13**

**Speakers:** Brian Dalke, Interim City Manager, Goodyear Patricia Jimenez, Assistant Superintendent, Coolidge Unified School District (CUSD)  
Karolyn Kent, Deputy City Manager, Mesa

A retirement tidal wave is upon us. The local government management profession is approaching a crossroads as baby boomers are retiring at an alarming pace. Statistics show the greatest number of retirees will come from the managerial ranks. What's the problem? A much smaller group of young and career changing professionals are lining up to fill these shoes. Come learn about what some Arizona communities are doing to attract and develop talent to help sustain and grow the profession within their organizations.

**Note:** Visit [icma.org](http://icma.org) for more information on ICMA's Next Generation Initiative.

**5:00 P.M. Reception**

**Kiva A**

**6:00 P.M. Dinner**

**Kiva B**

## FRIDAY, JULY 27

**8:00 A.M. Continental Breakfast**

**Kiva A**

**8:30 A.M. "Smart" Economic Development: Educational Opportunities in Your Community**

**Kiva B**

**ICMA Practice Areas: 3, 4, 8, 14**

**Speakers:** Amy Cislak, International Baccalaureate & Testing Coordinator, Canyon del Oro High School  
Ember Conley, Deputy Superintendent, Maricopa Unified School District (MUSD)  
Mike Glover, Superintendent, Central Arizona Valley Institute of Technology (CAVIT)  
Amy Trethaway, Mesa Counts on College Lead, Mesa

Municipalities across the state are focused on economic development. Educational opportunities and workforce availability are significant issues for business recruitment and retention. This session will focus on the importance of fostering quality educational options in your community in order to benefit economic development (ED) efforts and the importance of aligning your edu-

cational program with local workforce needs. Speakers who work in the education profession will address the role of local governments in developing programs that bolster ED recruitment efforts and workforce development.

**10:00 A.M. Getting the Most Important Things Done: A Targeted Approach to Execution of Critical Goals**

**Kiva B**

**ICMA Practice Areas: 1, 6, 18**

**Speakers:** Julie Landsburg, Employee & Organizational Development Administrator, Gilbert

Gretchen Maynard, Organizational Development Administrator, Tempe Learning Center

Charlie Meyer, City Manager, Tempe

There are many models available for setting goals and determining strategic priorities, but there are only a handful of great methods for executing the plan necessary to achieve those goals. Come hear from others who have successfully implemented FranklinCovey's "4 Disciplines of Execution" methodology to learn how you can narrow your focus and achieve real results in your own organization.

**11:00 A.M. Legislative Update**

**Kiva B**

**ICMA Practice Area: 2**

**Speakers:** Ken Strobeck, Executive Director, League of Arizona Cities and Towns

Craig Sullivan, Executive Director, County Supervisors Association

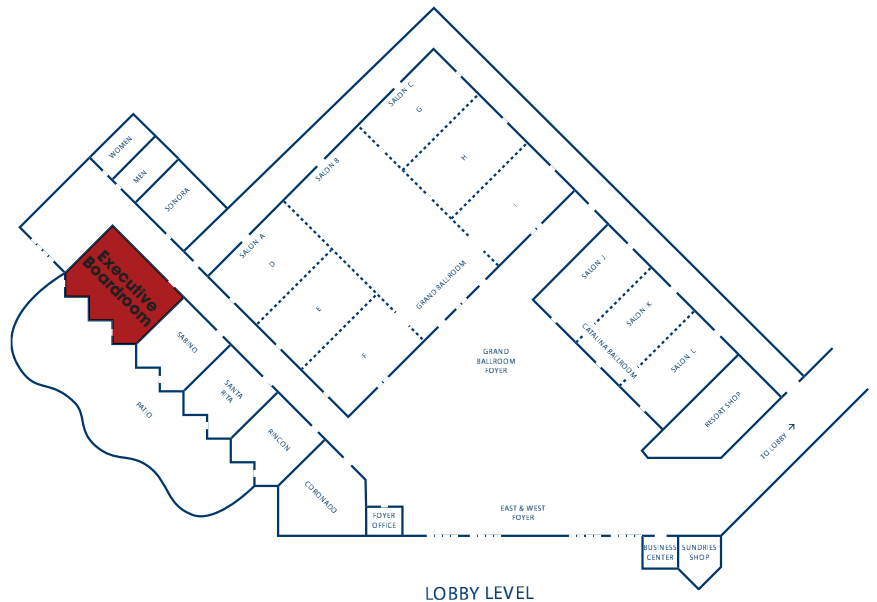
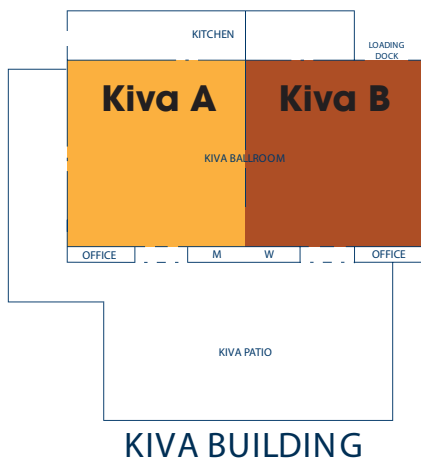
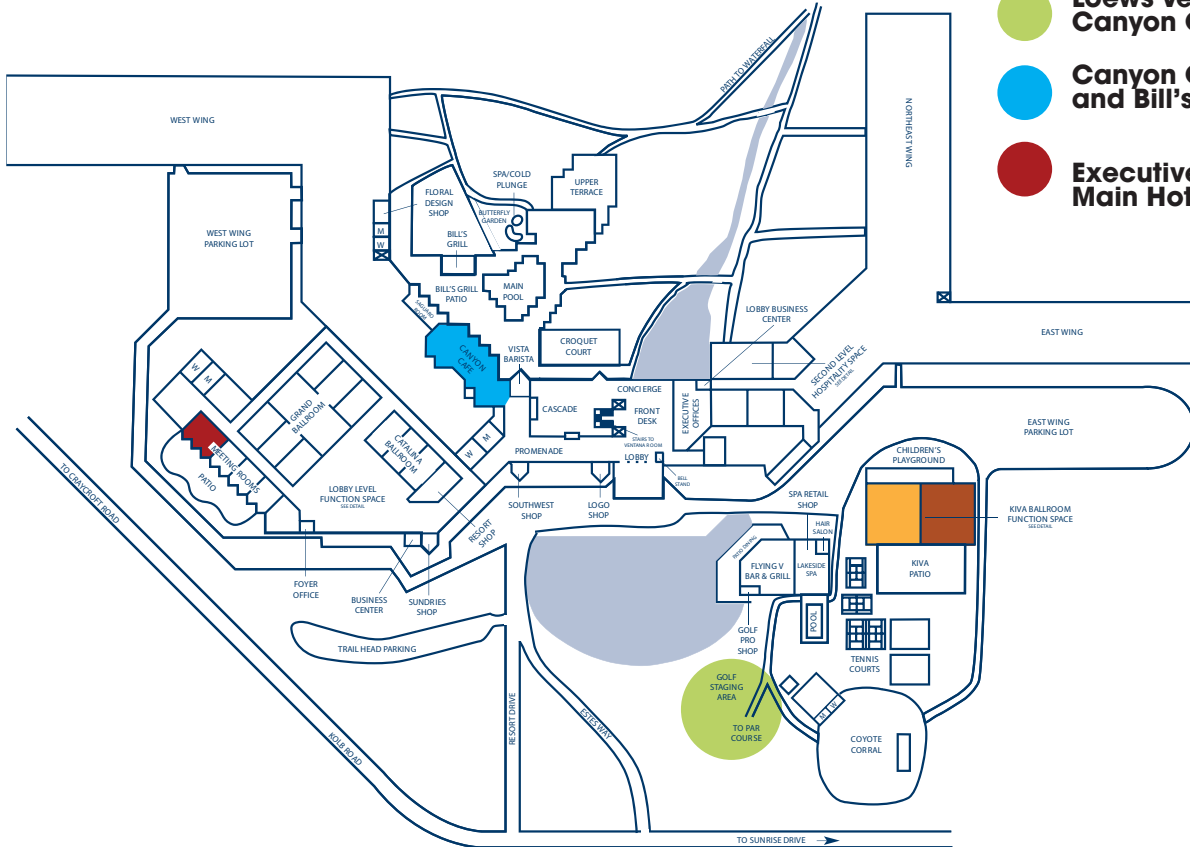
This panel will provide an update for members on a variety of timely legislative issues. League and County Supervisors Association (CSA) legislative staff will provide an overview of the 2012 legislative session, and explain the challenges and opportunities we currently face. Members will also hear about the current status of legal issues affecting cities, towns and counties.

**12:00 P.M. Conference Concludes**



**LOEWS**  
VENTANA CANYON

- **Kiva A**
- **Kiva B**
- **Loews Ventana Canyon Course**
- **Canyon Cafe and Bill's Grill**
- **Executive Boardroom - Main Hotel**



SPECIAL THANKS TO OUR ACMA PLATINUM SPONSORS



SPECIAL THANKS TO OUR ACMA GOLD SPONSORS

**FirstSouthwest**

**TischlerBise, Inc.**

SPECIAL THANKS TO OUR ACMA SILVER SPONSORS

**HPACT**

**Piper Jaffray & Co.**

**Southwest Gas Corp.**

**Stone & Youngberg,  
A Division of Stifel Nicolaus**

**Squire Sanders**

**W.C. Scoutten, Inc.**

**Wedbush Securities**

**American Fidelity  
Assurance Co.**