

ARIZONA
CITY/COUNTY MANAGEMENT
ASSOCIATION



2013 WINTER CONFERENCE
CREATING THE FUTURE YOU ENVISION

FEBRUARY 6-8, 2013 | HILTON SEDONA | SEDONA, AZ



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WEDNESDAY, FEBRUARY 6

10:00 A.M. Golf
Sedona Golf Resort

1:00 P.M. Early Learning: The Brain Science, Economics and Community Impact
Canyon Ballroom A
ICMA Practice Areas: 3, 9, 11

Moderator: Bryant Powell, Assistant City Manager, Apache Junction

Speakers: Rhian Evans Allvin, CEO, First Things First
Frederick Buss, Town Manager, Gila Bend

Neuroscience is clear—90 percent of a child’s brain is developed by age five. Economics are equally as clear—investing early yields significant returns. First Things First (FTF), passed by the voters in 2006 is working in local communities across Arizona. Rhian Evans Allvin, CEO of FTF, will present on the science and economics of early learning. Rick Buss, town manager of Gila Bend, will join her to talk about a unique partnership that brings young parents and their small children to the center of town every week.

2:30 P.M. Economic Update
Canyon Ballroom A
ICMA Practice Area: 11

Moderator: Sherry Schurhammer, Executive Director, Financial Services Department, Glendale

Speaker: Jim Rounds, Senior VP, Senior Economist, Elliott D. Pollack & Company

This session will explore the current state of Arizona’s economy, covering such topics as: consumer and business spending trends; job growth and wages in Arizona; income growth and its forecasted impact on state income tax receipts; an update on the real estate market; and taxation of Internet sales for state and local governments, among others.

4:00 P.M. Speed Coaching: 21 Questions
Canyon Ballroom A
ICMA Practice Areas: 1, 14, 15, 18

Moderators: Chris Cornelison, Constituent Services Coordinator/Management Assistant, Oro Valley
Jean Moreno, Innovate Administrator, Glendale

Do you have career questions? Are you looking for some great advice from seasoned career professionals? Then by all means, please join us for a fun and interactive networking session based on the popular “speed dating” concept. We will have 21 subject matter experts assigned to

seven topic areas, and each participant will have three minutes to ask their most pressing questions, one-on-one. Included in this session is a special resume review so bring a copy of your updated resume, your 10-second elevator introduction, plenty of business cards, and all the career questions you have never asked!

6:00 P.M. Welcome and Sponsor Reception
Canyon Ballroom B

ACMA welcomes members to join us for an opening reception to thank our sponsors. Sponsors of ACMA help to support this conference and other events, so please take a moment to thank our sponsors! To view a full list of ACMA sponsors, see the back of your conference binder.

THURSDAY, FEBRUARY 7

8:00 A.M. Breakfast Roundtable: What are you Reading?
Canyon Ballroom
ICMA Practice Area: 18

Moderator: Kristen Krey, Council Services Administrator, Glendale

What are you reading right now, besides your council agenda? When we have time, most of us read to learn, to escape, to expand and to relax! Come join a roundtable discussion to share resources and discuss some of the best books for leaders and community. A reading list will be compiled and provided for future use. If there is enough interest, we will form a virtual book club!

9:00 A.M. A Manager’s Guide to the 20-Mile March
Canyon Ballroom
ICMA Practice Areas: 1, 4, 6, 13, 14

Moderator: Gina Montes, Neighborhood & Family Services Director, Avondale

Speakers: Chris Brady, City Manager, Mesa
Charles McCleendon, City Manager, Avondale

“Great by Choice” is the latest work by author Jim Collins, answering a single question: Why do some organizations thrive in uncertainty, even chaos, and others do not? Collins’ research shows that there are three behaviors that distinguish successful leaders: 1. Fanatic Discipline; 2. Empirical Creativity; and 3. Productive Paranoia. Join in on the dialogue on how Arizona city/county managers have applied these behaviors into their leadership approaches and how this bizarre blend of creativity and discipline are important in leading innovative organizations in today’s uncertain world. In addition, Arizona managers will share their 20-Mile March, which requires hitting specified performance marks with great consistency over a long period of time.

**10:45 A.M. Maintaining Civility in Uncivil Times
Canyon Ballroom**

ICMA Practice Areas: 1, 2, 8, 9, 14

Moderator: Lloyd Harrell, Range Rider, ACMA

Speakers: John Genette, President, Black Mountain Communications
Dana Hlavac, Deputy County Manager, Mohave County
Cynthia Seelhammer, Semi-Retired Manager

Civility (or sometimes the lack thereof) in our profession is critical to working with all of our stakeholders, including our residents, staff and council members or board of supervisors. How has the seeming increase in the lack of civility affected a manager's ability to effectively lead an organization through a results-oriented process and accomplish the vision and direction provided by council? In this session, we will discuss civility and share approaches used to help ensure continued civil discourse within local government and provide examples on dealing with incivility.

**12:00 P.M. Lunch and Annual Business Meeting
Tequa Ballroom**

Speakers: Robert Flatley, ACMA 2013 President; City Manager, Coolidge
Mary Jacobs, ICMA Mountain Plains Regional VP; Assistant City Manager, Sierra Vista
Jonathan Koppell, Director, ASU School of Public Affairs
John Kross, ACMA 2012 President; Town Manager, Queen Creek
George Pettit, ACMA Life Member; Professor of Practice, ASU School of Public Affairs
Mary Vinzant, Communication & Education Associate, League of Arizona Cities and Towns

**1:30 P.M. Rapid Fire Innovation
Canyon Ballroom**

ICMA Practice Areas: 3, 4, 6, 7, 13

Moderator: Karen Thoreson, President & COO, Alliance for Innovation

Speakers: Kevin Burke, City Manager, Flagstaff
Jodie Filardo, Community & Economic Development Director, Clarkdale
Marchelle Franklin, Deputy Aviation Director, Phoenix
Robert Heming, Information Technology Director, Navajo County
Dr. Spencer Isom, City Manager, El Mirage
James Jayne, County Manager, Navajo County
Karolyn Kent, Deputy City Manager, Mesa
Bryant Powell, Assistant City Manager, Apache Junction
Wynette L. Reed, Human Resources Director, Goodyear
Casey Rooney, Economic Development Director, Cottonwood

Back by popular demand from our summer conference, "Rapid Fire Innovation" is an interactive discussion showcasing hot management topics and how they are being addressed successfully in Arizona communities. Speakers will have nine minutes each to present an idea, innovative project, or successful program. This time around, the sessions will focus on four key areas: 1) technology, 2) healthcare, 3) economic development, and 4) strategic planning. This session is all about the "buzz" -- an interactive, energetic, idea exchange -- designed to inspire and engage you.

**3:30 P.M. Arizona's Future: Demographics, Transportation and Economic Development
Canyon Ballroom**

ICMA Practice Areas: 3, 6, 13

Moderator: Sintra Hoffman, Public Affairs Manager, Arizona Department of Transportation

Speakers: Qigui "Jim" Chang, State Demographer, Arizona Department of Administration
John Halikowski, Director, Arizona Department of Transportation
Keith Watkins, Senior Vice President, Economic/Rural Development, Arizona Commerce Authority

In 20 years, who will live in Arizona's communities? How will residents and the goods they consume and produce move? What will our workforce be like and where will they work? This panel will focus on what Arizona's communities can expect in 20 years and how they can help shape the future. Experts with national and statewide perspective will discuss the interrelated and ever-changing issues of demographics, transportation and economic development. Be prepared for concise presentations followed by Q & A.

**6:00 P.M. Reception
Canyon Patio**

**7:00 P.M. Recognition Banquet and Awards Ceremony
Canyon Ballroom**

Speakers: Robert Flatley, ACMA 2013 President; City Manager, Coolidge
Karolyn Kent, ACMA Winter Conference Committee Chair; Deputy City Manager, Mesa
John Kross, ACMA Immediate Past President; Town Manager, Queen Creek
Gina Montes, ACMA Scholarship Committee Chair; Neighborhood & Family Services Director, Avondale

FRIDAY, FEBRUARY 8

**8:00 A.M. Continental Breakfast
Canyon Prefunction and Canyon Patio**

**8:00 A.M. ACMA Board Meeting
Oak Suite Room 1054**

**9:00 A.M. Closing Keynote: Judge John Ore
Canyon Ballroom A**
ICMA Practice Areas: 1, 17, 18

Moderator: Karolyn Kent, Deputy City Manager, Mesa

Speaker: John R. Ore, Retired Presiding Justice of the Peace, Maricopa County

Judge John R. Ore, retired presiding justice of the peace for Maricopa County, has dedicated more than 40 years of his professional career to public service; 22 years of those with the Tempe Police Department and 16 years with Maricopa County Justice Courts. With his numerous years of experience, Judge Ore understands that it is not easy to foster a culture of innovation, especially when there are day-to-day pressures to perform and conform. More and more, today's competitive climate requires organizations to institutionalize the process of innovation - to plant the seeds of creativity that could transform an organization. Managers are only successful at creating this culture if their employees feel that they have the ability to be creative and take risks. Come join the discussion as Judge Ore shares with us his philosophy on how to promote innovation without betraying the basic principles of management.

**10:45 A.M. Legislative Update
Canyon Ballroom A**
ICMA Practice Area: 2

Moderator: Tom Belshe, Deputy Director, League of Arizona Cities and Towns

Speakers: Ken Strobeck, Executive Director, League of Arizona Cities and Towns
Craig Sullivan, Executive Director, County Supervisors Association of Arizona

This panel will provide an update for members on a variety of timely legislative issues. Representatives from the League and County Supervisors Association (CSA) will provide an overview of the 2013 legislative session, and explain the challenges and opportunities we currently face.

12:00 P.M. Conference Concludes

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