



# WINTER *Conference*

FEBRUARY 1-3, 2012  
SEDONA HILTON

## Wednesday, February 1, 2012

### Golf Tournament

10:00 am at Sedona Golf Resort

### Lunch with an Executive

12:00 pm in the Hilton Sedona Restaurant

ICMA Practice Areas: 1, 9, 18

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

### Succession Planning: The Myths and Realities

1:00 pm in Canyon Ballroom A

ICMA Practice Areas: 1, 3, 9, 12, 13

**Speakers:** Edith Baltierrez, *Administrative Assistant II, Phoenix*  
Patrick Banger, *Town Manager, Gilbert*  
Patrick Ibarra, *Co-Founder & Partner, The Mejorando Group*

Fewer resources, more demands and the departure of seasoned, knowledgeable employees places your organization at a critical juncture. The need for experienced professional staff members has never been greater and the trends show these organizational members as the most likely to be leaving the organization in the very near future. This session will cover a number of strategies and tactics that forward-thinking leaders are utilizing to stem the tide, and convert the headwinds into tailwinds.

### Effectively Engaging Multiple Generations

2:00 pm in Canyon Ballroom A

ICMA Practice Areas: 1, 3, 9, 12, 18

**Keynote Speaker:** Michelle DiTondo, *Senior Vice President of Human Resources, MGM Resorts International*

After years of balancing successive declines in revenues and ever-increasing expectations of service, we've reached a new era of "doing more with less." In addition to increasing external demands, local government managers are tasked with finding ways to effectively engage multiple generations in the workplace. This session will provide participants tools to help reengage and motivate employees at all levels of their organization.

### Economic Update: Brighter Days Ahead

3:30 pm in Canyon Ballroom A

ICMA Practice Area: 11

**Speaker:** Lee McPheters, *Professor, ASU*

Lee McPheters will summarize long-term trends, current conditions, and the economic outlook for the U.S. and Arizona for the next five years. Arizona's economy will be compared with the weakest and strongest states. Economic impacts on local and state governments from structural and cyclical factors such as unemployment, sluggish housing markets, and weak wage gains will be reviewed. The session will offer insights on the "when, where and how" of recovery, concluding with forecasts for job growth, retail sales, population increase, and real estate indicators for Arizona and regions of the state.

### Welcome and Sponsor Reception

6:00 pm in Canyon Ballroom B

ACMA welcomes attendees to join us for an opening reception. This year, in honor of the state's centennial, the reception will highlight some of Arizona's unique history and centennial projects.

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





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## Thursday, February 2, 2012

### **Optional Activity: Chair Yoga with Helen Ernster** 7:00 am in Oak Creek Canyon Room

ICMA Practice Area: 18

Join us for an ACMA first – chair yoga! There are no yoga mats or special attire required for this session. This early-morning activity will teach you breathing and stretching exercises, balancing poses and relaxation, all from the comfort of your conference session chair. Stress relief, increased flexibility, coordination and focus are just a sampling of the benefits you will receive from this complimentary activity. Please check in at the ACMA registration desk if you are interested in participating.

### **Continental Breakfast** 8:00 am in the Canyon Ballroom

### **Breakfast Roundtable - Continuing Education** 8:00 am in the Canyon Ballroom

ICMA Practice Area: 18

Continuing education helps public managers to be more effective in their current positions and to be better prepared for future roles with increasing responsibilities. Come learn about educational opportunities available to members and associate members, including the ICMA Credentialed Manager, the ICMA Emerging Leaders, and the ASU Certified Public Manager programs.

Program administrators will answer questions about the logistics of the programs, while ACMA members will discuss how participating in the program has helped in their careers. For a complete list of the managers and advisors who will be facilitating this roundtable, please refer to the Continuing Education tab in your binder.

### **Communicating Effectively with Your Council** 9:00 am in the Canyon Ballroom

ICMA Practice Areas: 2, 8, 14, 17

**Speakers:** James Jayne, *County Manager, Navajo County*  
Charlie McClendon, *City Manager, Avondale*  
Charlie Meyer, *City Manager, Tempe*

All of us strive to enhance positive working relationships with our councils. Working toward successful council-staff communication is critical during these changing times. Some of the topics to be explored in this session include: communicating with council; coaching new council members; developing council strategic initiatives; as well as guiding and informing council in the budget process.

### **ICMA 2012 Update** 10:45 am in the Canyon Ballroom

**Speakers:** ICMA Host Committee Members and Volunteers

As the cities, towns and counties in Arizona gear up to host the 98th Annual ICMA Conference from October 7-10, 2012, this session will provide members an update on plans for the conference, as well as information on how they may become involved in conference planning activities.

### **Annual Business Meeting and Lunch** 12:00 pm in the Tequa Ballroom

### **Nonfatal Attraction - Bringing Businesses to Arizona** 1:30 pm in the Canyon Ballroom

ICMA Practice Areas: 3, 6, 13

**Speakers:** Barry Broome, *President and CEO, GPEC*  
John Lenio, *Managing Director and Economist, CBRE, Inc.*  
Christine Mackay, *Economic Development Director, Chandler*

This session will focus on strategies for recruiting and attracting new businesses to Arizona. An economic development professional will speak to members regarding recruitment from California. A local economic development director will discuss how their city has succeeded in recruiting firms to their city, and will have a major firm's site selector discuss why they chose to move to Arizona. Each presenter will also address the changing climate of economic development in Arizona, particularly in relation to how the changes at the Arizona Commerce Authority affect the way cities do economic development work.



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## Ask the Experts Part IV: Crisis Management

3:15 pm in the Canyon Ballroom

ICMA Practice Areas: 1, 3, 4, 16

**Speakers:** Andy Bertelsen, *Public Works Director, Coconino County*  
Steve Conrad, *Police Chief, Glendale*  
Mary Jacobs, *Assistant City Manager, Sierra Vista*

Crisis, emergency and disaster: these words make you think, "What would we do?" We will be talking to some of our experts about how to manage our cities, towns, and counties during a crisis. This will be a facilitated dialogue that provides an opportunity to ask questions and share your own experience.

## Reception

6:00 pm on the Canyon Patio

## Dinner and Recognition Banquet

7:00 pm in the Canyon Ballroom

## Friday, February 3, 2012

### Continental Breakfast

8:00 am in Canyon Prefunction & Canyon Patio

### ACMA Board Meeting

8:00 am in Oak Creek Canyon Room

### Rethinking Healthcare As Usual

9:00 am in Canyon Ballroom A

ICMA Practice Areas: 3, 6, 10, 12

**Speaker:** Leonard Martin, *City Manager, Carrollton, Texas*

Healthcare costs have soared in recent years and such increases are forecasted to continue. Increasing costs are a drain on every organization's budget, yet quality healthcare is perhaps the single most important benefit a government or business can provide to employees. There are some creative efforts underway to reduce healthcare costs without compromising quality. This session will examine some of the ways local governments in Texas are approaching the purchase of benefits. There will be examples of enhanced benefit levels being offered to

employees, dependents and retirees at a lesser cost than traditional strategies we provide.

### Legislative Update

10:45 am in Canyon Ballroom A

ICMA Practice Area: 2

**Speakers:** Jim Ogsbury, *Legislative 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. Representatives from the League and County Supervisors Association (CSA) will provide an overview of the 2012 legislative session, and explain the challenges and opportunities we currently face.

### Conference Concludes

12:00 pm