2007 ACMA Winter Conference

Changing Times, Trends and Technology

Hilton Sedona Resort and Spa
Sedona, Arizona
February 7-9, 2007
WEDNESDAY, February 7, 2007

9:00a - 4:00p  EXECUTIVE LEADERSHIP SEMINAR & WORKSHOP
Media Relations: Keeping Up With A Changing World
Keynote Speaker: Richard DeUriarte, former Press Secretary Governor of New Mexico and current Editorial writer with the Arizona Republic.
Location: Oak Creek Canyon

Have you noticed how the content of today’s media has changed? From the Republic, to the Star, to a local Herald, and even the USA Today, the content of stories connected to local government and the rest of the world is different than it was 20 years ago. All media outlets have refocused their approach, and that has an affect on how you in city management prepare, respond, and effectively manage media content and overall relations with various members of the press. This session is an extraordinary opportunity for city and county managers and key local government staff to learn first-hand the importance of developing skills critical to long-term survival of your organization...and YOU...in the media. Participants will learn how to prepare for media interviews in this new environment -- from setting the context, to preparing for interviews, taking control of the direction of an interview, developing key messages, and even techniques for fielding difficult questions. There’s something for everyone in this session, whether you are a seasoned manager, or are new to the profession.

11:30p  GOLF TOURNAMENT
Box Lunch

12:30p  SHOTGUN START

1:00 - 2:15p  THE 24/7 CITY HALL: CURRENT ISSUES OF TECHNOLOGY AND INFRASTRUCTURE
Location: Canyon Ballroom A
Panelists: Ann Strine, Director, Information Technology/CIO, City of Tucson;
Lester Godsey, Division Manager Information Technology, Town of Queen Creek;
Shawn Woolley, Chief Technology Officer, Town of Gilbert

Technology continues to shape our culture and communities. We have reached a point where technology is now so pervasive that communities need to plan for infrastructure to implement projects such as Wi-Fi and fiber optic networks. From harmonizing city code to the permitting process, this session encompasses a wide range of issues from the use to the implementation of newer technologies. Information Technology managers will discuss how these issues and challenges are shaping our cities of the future.

2:30 - 3:45p  THE ATTACK OF THE BLOG
Location: Canyon Ballroom A
Panelists: Scott Neal, City Manager, Eden Prairie, Minnesota;
Jennifer Liewer, Sr. Marketing/Communications Manager, City of Glendale;
Ken Lynch, Communications Director, City of Surprise

Local governments are using and responding to blogs, e-mail chains and new technologies more than ever before. Is your town, city or county prepared? Panelists will discuss the practical, political and ethical aspects of coping with our quickly changing technology options.

9:00 - 10:15a  EVALUATING INVESTMENTS IN INFRASTRUCTURE
Location: Canyon Ballroom B
Panelists: Bill Pupa, Town Manager, Town of Chino Valley;
John Kross, Interim Town Manager, Town of Queen Creek;
Rick Naimark, Deputy City Manager, City of Phoenix

Evaluating infrastructure costs can be complicated and time-consuming. Local governments must determine how much of the capital infrastructure costs should be paid up front or through long-term financing, and what are the best mechanisms to provide such funding. Local governments have discovered unless they establish rigorous procedures for estimating the full costs of projects, the costs are often underestimated. This session will examine the financing and managing of long-term infrastructure costs including cases where local governments and agencies found innovative ways to successfully address these issues.

10:30 - 11:45a  WEAVING THE PHYSICAL AND SOCIAL FABRIC OF NEIGHBORHOODS
Location: Canyon Ballroom B
Panelists: Jerome Miller, Acting Neighborhood Services Director, City of Phoenix;
Nydia Cortez, Executive Director, Phoenix Revitalization Corp.;
Eva Ordonez Olivas, Deputy Director, Phoenix Revitalization Corp.

Neighborhoods are being transformed as new development comes or as new residents come to our communities. New residents bring new ideas, traditions and understandings of “what a great neighborhood is”. How can we create or transform neighborhoods into communities that foster a quality physical place, as well as, a place for social interaction and collaboration. As local government administrators, we will explore various ways of responding to infrastructure needs whether new or aging and both physically and socially.

THURSDAY, February 8, 2007

8:00a  CONTINENTAL BREAKFAST
Location: Canyon Ballroom B
LEADING AND MOTIVATING OUR MOST IMPORTANT RESOURCE

Location: Oak Creek Canyon
Speaker: Dr. La Verne Parker Diggs, Principal, Becker-Diggs & Associates

This fun filled and highly interactive leadership program will utilize case studies to explore effective ways to lead and manage our most important resource—our employees. We will explore effective methods for increasing employee performance, motivation, and legal and ethical behavior.

8:00 - 9:00a  ACMA BOARD MEETING
All members are welcome to attend.

Location: Dry Creek Canyon

9:10 - 10:00a  ARE YOU CAPTURING INSTITUTIONAL KNOWLEDGE BEFORE IT RIDES OFF INTO THE SUNSET WITH YOUR RETIREES?

Location: Canyon Ballroom A
Panelists: George Flores, Community Development Director, City of El Mirage, Life Member; Richard J. Jacob, Professor Emeritus of Physics and Dean of the Emeritus College, Arizona State University; Russ Carlsen, Director of Human Resources, City of Palo Alto, CA

With all of the focus on preparing the next generation of local government managers, a critical reality has not received enough attention. When senior staff retires not only do organizations lose managers, they also lose vital knowledge about why the community grew as it did, the negotiations that took place to convince a particular business to locate in your community rather than in some other city or town, why the organization is structured as it is, and the history of adopted policies and procedures. These are just a few examples of the type of information that may be walking out the door with your retirees if you do not take steps to capture institutional knowledge. During this informative session, participants will learn about innovative tools and programs that local governments, as well as the university system are using to capture organizational history. You will also learn about an exciting ACMA project that has not only captured the history of our profession, but in doing so, has also recorded a significant amount of municipal history in Arizona.

10:10 - 11:00a  INTERGOVERNMENTAL RELATIONS BETWEEN LOCAL AND TRIBAL GOVERNMENTS

Location: Canyon Ballroom A
Panelists: Eileen Luna-Firebaugh, Professor of American Indian Law and Policy at the University of Arizona; Ken Poocha, Executive Director of the Arizona Commission on Indian Affairs; James H. Noe, Business Manager, Yavapai-Prescott Indian Tribe

Successful intergovernmental agreements between Native American tribal governments, municipalities, and counties address issues in law enforcement, natural resources, taxation, revenue sharing, service provision, and land use and zoning. This panel presentation by three experts in the field will provide a brief overview of tribal sovereignty, the basis for government-to-government relationships between federal and tribal governments, and case studies of mutually beneficial intergovernmental relations between local and tribal governments.

11:10a - 12:00p  LEGISLATIVE UPDATE

Location: Canyon Ballroom B
Panelists: Anna Marie Chavez, Director of Intergovernmental Affairs, Office of the Governor; Ken Strobeck, Executive Director, League of Arizona Cities and Towns; Todd Madeksza, Government Relations, County Supervisors Association

This session will focus on current legislative issues in the state of Arizona and how these issues relate to our communities and our staff. This session will begin with a legislative update followed by a discussion on new compliance issues and requirements.

12:00p  CONFERENCE CONCLUDES

FRIDAY, February 9, 2007

8:00 - 9:15a  CONTINENTAL BREAKFAST
Location: Registration Area
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