



# 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.

### 6:00 - 8:00p OPENING RECEPTION

Location: **Canyon Ballroom A**

## THURSDAY, February 8, 2007

### 8:00a CONTINENTAL BREAKFAST

Location: **Canyon Ballroom B**

### 9:00 - 10:15a EVALUATING INVESTMENTS IN INFRASTRUCTURE

Location: **Canyon Ballroom B**  
Panelists: **Bill Pupo**, 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.

### 12:00 - 1:30p LUNCH

Location: **Tequa Ballroom**  
Speaker: **ICMA President William P. Buchanan**, County Manager, Sedgwick County, Kansas

### 1:45 - 2:45p LIGHTNING SESSIONS

#### WIN-WIN LABOR RELATIONS THROUGH THE RELATIONSHIP-BY-OBJECTIVES PROGRAM

Location: **Canyon Ballroom A**  
Panelists: **Sherry Kiyler**, Police Chief, Chandler Police Department;  
**Greg Fretz**, Labor Relations Administrator, City of Chandler;  
**Tim Hill**, Fire Captain and President of the Professional Firefighters of Arizona, City of Phoenix

The Relationship-by-Objectives (RBO) Program is designed to improve relationships between labor and management. It concentrates on the process by which labor and management may work cooperatively. While not intended to change the labor/management relationship structure, it is a program that guides participants in the identification of viewpoints, conflicts, and concerns that hinder a productive labor- management relationship, and the formation of an objective-based plan to resolve problems and build relationships.

#### THE MANAGERS GUIDE TO PROMOTING SUCCESS FOR FIRST TIME SUPERVISORS

Location: **Canyon Ballroom B**  
Speaker: **Cynthia Paine, M.A.**, High-Impact Consulting

One of the obligations and expectations of managers is to identify and support the developing supervisor. Can you practically demonstrate that you meet this expectation? How do you prepare employees for successful transitions to supervisory positions? This session will discuss what supervisors can do to develop high potential staff to confidently and competently assume the responsibilities of first-time supervision.

### 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.

### 3:00 - 4:00p LIGHTNING SESSIONS

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#### SO YOU WANT TO SUPERVISE, BUT YOU HAVE NO SUPERVISORY EXPERIENCE?

Location: **Canyon Ballroom B**  
Speaker: **Cynthia Paine**, M.A., High-Impact Consulting

Supervision can be highly rewarding or it can be stressful and disappointing. The difference lies in a few key skills and basic understanding of the expectations of new supervisors. It can be hard for a novice to gain confidence and qualifications to secure their first supervisory position. This session will give practical advice on skills, experience and knowledge that show you are up for the challenge.

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### 4:00p ANNUAL BUSINESS MEETING

All members are encouraged to attend.

Location: **Canyon Ballroom B**

### 6:00 - 7:00p RECEPTION

Location: **Canyon Patio**

### 7:00 - 9:00p RECOGNITION BANQUET

Location: **Canyon Ballroom**  
Business formal attire is requested for the Recognition Banquet.

### 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**

# ACMA would like to extend special thanks to our...

## Corporate Partners



### A Special Thanks to the 2007 ACMA Winter Conference Planning Committee

Wendy Kaserman, Chair, Town of Queen Creek  
Pamela Kavanaugh, Co-Chair, City of Glendale  
George Flores, City of El Mirage, Life Member  
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Jerome Jordan, City of Tucson  
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Arizona City/County Management Association  
1820 W. Washington Street  
Phoenix, AZ 85007  
Tel: (602) 258-5786 Fax: (602) 253-3874  
email: [acma@azmanagement.org](mailto:acma@azmanagement.org)  
<http://www.azmanagement.org>