



WINTER CONFERENCE

LIVING IN A NEW ECONOMY: BUILDING A BETTER LOCAL GOVERNMENT

FEBRUARY 3-5, 2010 AT THE HILTON SEDONA RESORT

PROGRAM



Wednesday, February 3

Golf Tournament

10:00AM at the Sedona Golf Resort

Roundtable with Frank Benest

2:00PM in Canyon Ballroom A

This informational session with Frank Benest will focus on ICMA's Next Generation Initiatives. Frank will be available to answer questions from members and will provide details on this ICMA program. Join us for this exciting opportunity.

Presenter:

Dr. Frank Benest is the former City Manager of Palo Alto, CA, and currently serves as the ICMA Senior Advisor for Next Generation Initiatives. Dr. Benest has just authored a new report for ICMA "Creating a Multidimensional Talent Strategy to Avert Brain Drain and Other Disasters."

Creating a Talent Strategy for Your City Government

3:30PM in Canyon Ballroom A

This keynote session will focus on the dire need to create and execute a talent strategy as local governments experience increasingly turbulent times.

Topics Include:

- Assessing the kinds of accelerating and discontinuous change affecting local governments
- Identifying critical competencies for leaders at all levels of the organization as local governments continually restructure and modify service delivery
- Focusing on the need to hire for learn-how (vs. know-how)
- Understanding and strengthening the organization's Employee Value Proposition (EVP)
- Identifying key elements of a local government talent strategy

Presenter:

Dr. Frank Benest (see above)

Opening Reception

6:00PM in Canyon Ballroom B

Don't forget to visit our sponsor booths for your chance to win a Wii.



Thursday, February 4

Continental Breakfast

8:00AM in Canyon Prefunction & Canyon Patio

Informational Breakfast Sessions

8:00AM in Canyon Ballroom

ICMA Credentialing Program

The ICMA Voluntary Credentialing Program defines and recognizes an individual member who is qualified by education, experience, integrity and assessed commitment to lifelong learning.

This informal breakfast session will introduce the ICMA Voluntary Credentialing Program to members who may want to know "what, why and how?" but do not know who to ask. Learn your options and get working toward your designation as "Credentialed."

ICMA Emerging Leaders Development Program (ELDP)

ELDP is a comprehensive, two-year program designed to help young professionals build their management skills. The program provides participants with a credentialed manager to serve as a career coach for two years, a series of teleseminars conducted by senior credentialed managers or public administration professors, and recognition of successful completion of the two-year program through a special certificate.

2010 Economic Update

9:00AM in Canyon Ballroom

Speaker: Dr. Lee McPheters, Economist, ASU

Cities and towns are currently grappling with a downturn in a once booming state economy fueled by a strong housing market. This session will explore the current state of the economy, the effect of the financial market collapse and long-term recovery.

How to Sweeten Your Tea Party

10:30AM in Canyon Ballroom

Speakers: Cathy Connolly, Former Exec. Director, League of AZ Cities & Towns
Kevin McCarthy, President, Arizona Tax Research Association
Steve Wright, Director of Communications, City of Mesa

This interactive session will focus on the anti-government movement that is pushing for tax and government reform. The speakers will provide detailed information on Prop 13, Liberty Charter and other issues that, if adopted, will change the face of local government. Additionally, tips on how to effectively communicate with residents to build trust and improve transparency will round out the discussion.

Lunch - Annual Business Meeting & Presentation from Secretary of State Ken Bennett

12:15PM in Tequa Ballroom

Secretary of State Ken Bennett will present on the state budget process. The Annual Business Meeting will also be held.

PROGRAM



Thursday Cont'd

Managing the Challenges of Budget Cuts

1:30PM in Canyon Ballroom

Speakers: Stephen Cleveland, Interim Town Manager, Buckeye
Steve Peru, County Manager, Coconino County
Scott McCarty, CFO, City of Surprise
Ed Zuercher, Assistant City Manager, City of Phoenix

What role should the manager and the elected officials play in dealing with budget cuts? What opportunities can be captured during times of budget reductions? How can those opportunities be communicated in a positive way to the staff and the public? This session will explore how managers and their staff can address these and other budget-related issues.

Forged in the Fire of Financial Meltdown, New Ideas Emerge

3:15PM in Canyon Ballroom

Speakers: Fire Chief Harry Beck, Mesa Fire Department
Sergeant Lance Heivlin, Mesa Police Department
Frieda Yueh, IBM Client Representative

Arizona cities have been faced with a financial downturn, unlike any other in recent times. Many cities have used these crises to retool and rethink their service models. As a result, new service models have been realized. This session will discuss new public safety approaches, use of technology, public-public partnerships and privatization efforts.

Speed Coaching

5:00PM in Oak Creek Canyon

Do you have career questions you always wanted to ask but didn't know where to turn for answers? Based on the popular "speed dating" concept, Speed Coaching will allow early and mid-career professionals to ask questions and advice of tenured managers/administrators in short 10 minute sessions. Topics can range from how to position yourself for the next level, advice on potential career opportunities, or issues you are facing in your community. Don't miss the opportunity to expand your network and explore the vast knowledge and experience that ACMA Full Members have to offer. (Please RSVP on the registration form).

Reception

6:00PM in Canyon Patio

Reception Banquet

7:00PM in Canyon Ballroom

Friday, February 5

Continental Breakfast

8:00AM in Canyon Ballroom A

Informational Breakfast Session

8:00AM in Canyon Ballroom A

Generation Why?

Join a discussion on working with multiple generations in public service. Share your experiences and learn more about the four generations in the workplace and how to work together to build a better local government.

Board Meeting

8:00AM in Oak Creek Canyon

Ethical Decision Making in the New Economy

9:15AM in Canyon Ballroom A

Speakers: Dr. Paul Melendez, Professor, U of A Eller College of Management
Dick Bowers, Retired City Manager, City of Scottsdale
Mary Jacobs, Assistant City Manager, City of Sierra Vista

We've all had to make tough decisions to trim the budget in the past year: service reductions, program cuts, and even layoffs. While these decisions are often made out of necessity or to improve operational efficiency, there are also ethical considerations and implications to our actions. This session will feature a diverse panel of speakers addressing ethical decision making in difficult times and how we can better prepare ourselves for the future.

Legislative and Legal Update

11:00AM in Canyon Ballroom A

Speakers: Jeff Kros, Legislative Director, League of AZ Cities & Towns
Craig Sullivan, Executive Director, CSA
Frank Cassidy, Town Attorney, Town of Marana
John S. Halikowski, Director, ADOT

This session will update members on a variety of timely legislative and legal issues. League and CSA legislative staff will provide an overview of the 2010 legislative session, and explain the challenges and opportunities we currently face. Members will also hear about the current status of legal issues that are affecting cities, towns and counties.

Conference Concludes

12:00PM