

2010 WCCMA Summer Conference



“THE CHANGING CLIMATE IN PUBLIC LEADERSHIP”



August 17 - 20, 2010

Sun Mountain Lodge, Winthrop, Washington

Conference Program

For Managers and Administrators interested in fulfilling the continuing education component of their annual ICMA Voluntary Credential update, the particular management practice applicable to the sessions has been indicated to assist you in relating it to your particular plan. An explanation of the 18 "Practices for Effective Local Government Management" is available at the registration table.

TUESDAY • AUGUST 17

- 4:00 – 5:00 p.m. **Registration**
- 5:30 – 7:00 p.m. **WCCMA President's Reception** – President's Suite

WEDNESDAY • AUGUST 18

- 9:00 a.m. – Noon **Registration**
- 7:30 – 11:00 a.m. **Golf Tournament** at Bear Creek Golf Course
(map will be in registration packets)
- Marilynne Beard, Assistant City Manager, City of Kirkland (425) 587-3008 or mbeard@ci.kirkland.wa.us and Peter Battuello, Parametrix (425) 458-6272 or pbattuello@parametrix.com, are coordinating the golf tournament.
- OR**
- 7:30 – 11:00 a.m. **Scavenger Hunt/Hike** (at Sun Mountain Lodge)
- Jeff Kossow, Executive Director, Economic Development/Community Planning, City of Kennewick (509)727-2517 or jeff.kossow@ci.kennewick.wa.us is coordinating the scavenger hunt.
- Noon – 1:15 p.m. **LUNCHEON**
- President's Welcome:** WCCMA President John Sherman, Pullman City Supervisor
- KEYNOTE SPEAKER:** Ted Gaebler, International Best Selling Author of "Reinventing Government"

ICMA Management Practices

#1 – Staff Effectiveness

#2 – Policy Facilitation

1:15 – 1:30 p.m.

BREAK

1:30 – 3:00 p.m.

How to Run a Government for Fun and Profit

Speaker: Ted Gaebler, International Best Selling Author of “Reinventing Government”

3:00 – 3:15 p.m.

BREAK

3:15 – 4:30 p.m.

When a Community Faces Tragedy: Lakewood's Story

Speaker: Andrew Neiditz, Lakewood City Manager

ICMA Management Practices

#1 – Staff Effectiveness

#15 – Presentation Skills

#16 – Media Relations

#17 – Integrity

Dinner on your own

THURSDAY • AUGUST 19

7:30 – 8:20 a.m.

Breakfast and Networking

8:30 – 10:00 a.m.

Sustainable Return on Investment

Speaker: Jeannie Renne-Malone, HDR One Company

Managing for a resilient future – economic development, climate change and environmental protection

Speaker: Jan L. Cassin, PhD, Parametrix Inc.

ICMA Management Practices

#3 – Functional and Operational Expertise

#11 – Financial Analysis

10:00 – 10:15 a.m.

BREAK

10:15 – 11:45 a.m.

When You Zig and Your Council Zags – How to Get Council Going in the Straight Line

Speaker: Jeanne Harris, C3 Confluence Consulting

ICMA Management Practices
#2 – Policy Facilitation

11:45 – 12:00 p.m. **BREAK**

Noon – 1:30 p.m. **LUNCHEON**

KEYNOTE Presentation: Telling Your Story Effectively to Compel and Inspire Citizens

Introduction of Keynote Speaker by: Bob O'Neill, ICMA Executive Director

KEYNOTE Speaker: Michael Shadow, President, Shadow and Associates, Inc.

ICMA Management Practices
#4 – Citizen Service
8 – Democratic Advocacy
#15 – Presentation Skills
#16 – Media Relations

1:30 – 1:45 p.m. **BREAK**

1:45 – 3:15 p.m. **Voter Approved Process – Frame It, Deliver It, Work It, Work It, Work It ...**

Speakers:

Michael Shadow, President, Shadow and Associates, Inc. and H. Stuart Elway, President, Elway Research Inc.

ICMA Management Practices
#4 – Citizen Service
8 – Democratic Advocacy
#15 – Presentation Skills
#16 – Media Relations

3:15 – 3:30 p.m. **BREAK**

3:30 – 4:45 p.m. **Characteristics Councils are looking for in a City Manager**

Facilitator: Robert W. Jean, WCCMA Ranger Rider

Panelists:

- John Caulfield, City Manager, Mountlake Terrace, WA
- David Cline, City Administrator, Lake Forest Park, WA
- Bob Hammond, City Manager, Kennewick, WA
- Steve Taylor, City Administrator, Connell, WA
- Greg Prothman, Prothman Company

ICMA Management Practices
#12 – Human Resource Management

6:00 p.m.

Banquet

Presiding: John Sherman, WCCMA President

Keynote Speaker: Bob O'Neill, ICMA Executive Director

Recognition and Awards Presentation

Comedian Brad Upton

FRIDAY • AUGUST 20

7:30 – 8:20 a.m.

Breakfast and Networking

State of Municipal Bonds

Speaker: Lindsay Sovde, Seattle Northwest Securities

ICMA Management Practices
#3 – Functional and Operational Expertise
#11 – Financial Analysis

8:30 – 10:00 a.m.

WCCMA Board and General Membership Meeting

10 a.m.

Adjourn

CONFERENCE SPONSORS

We would like to thank the following sponsors who have graciously contributed to this conference. Please take the opportunity to talk with these company representatives during your conference visit to Sun Mountain.

Platinum

HDR One Company • Parametrix • Seattle Northwest Securities

Gold

VenuWorks • Prothman Company • Johnson Controls

Silver

FCS GROUP

WCCMA Summer Conference Planning Committee

Marilynne Beard, Asst. City Manager, City of Kirkland
Charlie Bush, City Administrator, City of Prosser
John Caulfield, City Manager, City of Mountlake Terrace
David Cline, City of Lake Forest Park, City Administrator
Bob Hammond, City Manager, City of Kennewick
Cindy Johnson, City Manager, City of Richland
Doug Schulze, City Manager, City of Normandy Park
John Sherman, City Supervisor, City of Pullman
Julie Underwood, Asst. City Manager, City of Shoreline
Dorian Waller, Partner, Archway Consulting
Rich Yukubousky, Executive Director, MRSC
(Municipal Research & Services Center of Washington)