

WCMA 2025 SUMMER CONFERENCE AGENDA
“CROSSROADS & CATALYSTS: LEADING THROUGH UNCERTAINTY”
MARCUS WHITMAN HOTEL AND CONFERENCE CENTER, WALLA WALLA, WA
AUGUST 12-15, 2025

Tuesday August 12, 2025		
EVENT/SESSION	LOCATION/ROOM	DESCRIPTION
NWWLA’s 2025 Women’s Leadership Summit	9:00 AM - 4:30 PM Walla Walla Police Department 54 E Moore Street Walla Walla, WA 99362	In partnership with WCMA, the Northwest Women’s Leadership Academy (NWWLA) brings you the first annual Women’s Leadership Summit – WLS25! Come together to focus on how we can achieve our career goals, how we can support one another, and how we can exceptionally serve our communities. ALL are welcome to join us for this insightful day of skill building, inspiration, and connection. Fee: \$100 Capacity: 50 attendees
Golf Tournament at Wine Valley Golf Club	1:00 PM – 5:00 PM Wine Valley Golf Club 176 Wine Valley Road Walla Walla, WA 99362	Join us for a 9-hole scramble with welcoming WCMA colleagues. \$70 Fee includes cart and range balls. Sponsored by: Owen Equipment Company Stowe Development & Strategies, LLC Visit Walla Walla
Registraton	4:00 PM – 5:00 PM Foyer	
President’s Welcome Reception	5:00 PM – 6:30 PM Foyer	Join us for the President’s Welcome Reception for light appetizers and hosted bar provided by WCMA Conference President’s Reception Sponsors. Mingle with your colleagues to kick off the conference. Sponsored by: BuyBoard National Purchasing Cooperative

		FCS, a Bowman company Holman Capital Corporation OpenGov Puget Sound Energy Tripepi Smith WM Ziply Fiber
Mix and Match Dinner	6:30 PM Off-Site	Sign up when you arrive at the conference to attend dinner at a local restaurant with other conference attendees. Dinner is pay on your own.

Wednesday August 13, 2025		
EVENT/SESSION	LOCATION/ROOM/TIME	DESCRIPTION
Morning Activity: 5K Fun Run/Walk	7:00 AM – 9:00 AM Meet at: 472 Tausick Way.	No fee to participate. Details will also be available at conference check in.
Walla Walla Walking Tour	9:00 AM – 10:30 AM Meet at the Marcus Whitman Hotel Lobby	Join us for a walking tour through the heart of downtown Walla Walla, led by Parks & Recreation Director Andy Coleman. This tour will highlight key projects such as Walawála Plaza and Heritage Square. His department also oversees ongoing downtown beautification, including the vibrant hanging flower baskets and planters. <i>Comfortable walking shoes recommended.</i>
Sponsor Exhibits Open	11:00 AM – 5:00 PM Explorer Ballroom	
Registration	8:00 AM – 5:00 PM Foyer	

Continental Breakfast	8:00 AM – 9:00 AM Foyer	
Welcome to Washington	8:30 AM – 11:30 AM Room: Sacajawea	This session will provide an overview of topics relevant to managing Washington cities including, governance models, public records and open meetings, financial management, employment law and labor relations, land use law and economic development tools. This session is for managers new to Washington or new to the position, senior management staff aspiring to the position or current City Managers/Administrators, Assistants and Deputies wanting a refresher.
International Network of Asian Pacific Administrators Meeting	10:30 AM – 11:30 AM Walla Walla Board Room	Join the International Network of Asian and Pacific Islander Public Administrators (I-NAPA) to learn about the organization and the work that is being done locally to strengthen API representation in Washington local government.
NW Women’s Leadership Academy Board Meeting	10:00 AM – 11:30 PM Native American Room	
Veterans Advisory Committee Meeting	10:00 AM – 11:30 AM Room: Fireside Lounge	
Welcome, WCMA Scholarship Acknowledgement and Lunch Keynote: Renovating Our Democratic House	11:30 AM – 12:45 PM Room: Renaissance + Empire	Keynote Speaker: Jodi Sandfort, Dean & Professor, Evans School of Public Policy & Governance University of Washington
Humans, Machines, and the Law: AI Compliance for Washington Cities and Counties	1:00 PM – 2:15 PM Explorer Ballroom	AI is reshaping how municipalities operate—but without clear guidelines, its use can create significant legal exposure. This session provides an overview of the evolving legal landscape surrounding AI use in municipal operations, including key risks under the Public Records Act, two-party consent laws, constitutional issues, and employment law developments. Attendees will leave with concrete steps cities can take to reduce risk, improve internal policies, and prepare for future regulation. Presented by Keynote Speaker Sponsor: Ogden Murphy Wallace

Break	2:15 – 2:30 PM Foyer	
The Power of Solution-Enabling Leadership	2:30 PM – 3:30 PM Explorer Ballroom	<p>Break free from the cycle of constant problem-solving. This session offers practical strategies and tips for fostering a culture of ownership and resilience where teams think proactively, adapt to change and lead solutions from within.</p> <p>Key take-aways:</p> <ol style="list-style-type: none"> 1. Shift the role: Move from chief problem-solver to strategic enabler 2. Leverage discomfort: Use uncertainty as a catalyst for team growth and adaptability 3. Empower innovation: Foster a culture where teams champion continuous improvement <p>Presented by Office of the Washington State Auditor</p>
Break	3:30 – 3:45 PM Foyer	
Trauma At Work: Psychological Safety and Well-Being of Front-Line Public Employees	3:45 – 4:45 PM Explorer Ballroom	<p>The potential for trauma experienced by public employees goes beyond typical workplace or job-related stress due to their unique roles engaging with the public and performing tasks with a higher risk of physical or emotional harm. Very few resources exist to support public employees after traumatic events occur, especially for staff that are not in police and fire departments. These events can impact employee wellbeing, productivity, engagement, and retention. It is essential that local governments are aware of and expand the resources available to support front-line employees when they experience heightened stress and trauma from their work.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Acknowledge the problem • Be aware of resources • Invite employee dialogue • Assess your jurisdiction's existing resources • Involve employees in the solution

		Presented by Northwest Women's Leadership Academy Cohort 6 Alumni
Shuttle to Caprio Cellars	From the MWCC use the entry/exit nearest the conference center. Shuttle pickup is just outside past the Porte cochere on the corner of Cherry St and 2nd	Bus 1 Leaving MWCC at 5:00 PM Bus 2 Leaving MWCC at 5:15 PM
WCMA Uncorked: An Evening of Wine and Connections (Hosted Reception)	5:30 PM – 7:00 PM Caprio Cellars 1603 Whiteley Rd Walla Walla, WA 99362	Hosted by the Northwest Women's Leadership Academy (NWWLA) Sponsored by Hayden Homes Sip, swirl, and socialize at <i>WCMA Uncorked</i> , a relaxed and welcoming mixer designed to bring together WCMA attendees for an evening of conversation, connection, and community. Raise a glass for an unforgettable evening at Caprio Cellars! Enjoy complimentary wine, nonalcoholic beverages, and small bites.
Shuttle back to Marcus Whitman Hotel and Convention Center		Bus 1 Leaving Caprio Cellars at 7:10 PM Bus 2 Leaving Caprio Cellars at 7:25 PM
Dinner (on your own)	7:00 PM	

Thursday August 14, 2025		
TOPIC	ROOM	DESCRIPTION
Sponsor Exhibits Open	8:00 AM – 5:00 PM Explorer Ballroom	
Registration	8:00 AM – 5:00 PM Foyer	
Breakfast Presentation: AWC Pooling	8:00 AM – 9:00 AM	Presented by Association of Washington Cities

	Room: Renaissance + Empire	
Day of Innovation with Alliance for Innovation		
Shaping the Future with the Three Horizons Framework	9:00 AM – 10:30 AM Explorer Ballroom	The world is changing faster than local governments can adapt. The challenges of the 21st century are interconnected, “moving targets” with multigenerational impact. Decision-making informed by comprehensive data and decades of experience is necessary but not sufficient. Leaders need methods and mindsets that prepare them to embrace uncertainty rather than minimize it. Governments around the world have recognized strategic foresight as best practice for navigating uncertainty with resilience and adaptability. The Three Horizons Framework is a foundational strategic foresight tool that provides a collaborative, structured approach to balancing the demands of current operations with the foresight needed to anticipate change and adapt proactively. Through a combination of presentations and interactive exercises, participants will learn to assess the current state of affairs, imagine new futures, and design a strategic path towards their desired future. As a result, participants will be empowered to collaborate across competing priorities and lead through uncertainty alongside their constituents.
Deconstructing Obstacles to Change with Causal Layered Analysis	11:00 AM – 12:00 PM Explorer Ballroom	Leaders will come across continued practice despite no longer being linked to the broader vision, strategy, or, the changing world. To address this challenge, futurists have used Causal Layered Analysis (CLA) to uncover four layers of change influencing an uncertain, complex challenge. CLA empowers participants to collectively identify underlying obstacles to change, going beyond symptoms and systems to surface what shapes behavior. Ultimately creating positive alternatives for each layer to form an integrated vision of the future. This strategic foresight method will allow leaders to engage with constituents in ways that create deeper understanding and lasting change.
Lunch Buffet and ICMA Update	12:00 PM – 1:30 PM Renaissance + Empire	I-NAPA Survey Kick-Off ICMA Update with Pat Martel, ICMA West Coast Regional Director
Day of Innovation with Alliance for Innovation (Continued)		

How to Overcome Public Discourse	1:30 PM – 3:00 PM Explorer Ballroom	Overcoming barriers in public discourse is crucial for effective government as it fosters transparency, builds public trust, and enhances civic engagement. When governments prioritize clear, accessible, and open communication, citizens are better informed about policies and decisions, which reassures them of the government's integrity and accountability. Addressing challenges such as misinformation, language barriers, and digital access ensures that all voices can participate in the democratic process, reducing confusion and frustration while encouraging compliance and cooperation. Ultimately, overcoming obstacles in public discourse enables governments to respond more efficiently to public needs, promote inclusivity, and strengthen the legitimacy of their actions in the eyes of the community.
Roundtable Discussion – Future of Local Government	3:00 PM – 4:30 PM Explorer Ballroom	Governments worldwide face a “polycrisis”-overlapping geopolitical, environmental, economic, and social disruptions, compounded by the accelerating impact of technologies such as AI, data analytics, and digital platforms. Trust in public institutions is at an all-time low, while the need for effective and responsive governance has never been greater.
Senior Advisor Meeting	4:30 PM – 5:30 PM Walla Walla Board Room	
Shuttle to Foundry Vineyards	From the MWCC use the entry/exit nearest the conference center. Shuttle pickup is just outside past the Porte cochere on the corner of Cherry St and 2nd	Bus 1 Leaving MWCC at 6:00 PM Bus 2 Leaving MWCC at 6:15 PM
Conference Banquet Dinner and WCMA Awards Presentation	6:30 PM – 9:00 PM Foundry Vineyards 1111 Abadie St Walla Walla, WA 99362	Banquet Sponsor: Enterprise Fleet Management

Shuttle back to Marcus Whitman Hotel and Convention Center		Bus 1 Leaving Foundry Vineyards at 9:10 PM Bus 2 Leaving Foundry Vineyards at 9:25 PM
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Friday August 15, 2025		
TOPIC	ROOM	DESCRIPTION
Breakfast Buffet	7:00 AM – 8:30 AM Explorer Ballroom	
Breakfast Presentation: Legislative Talk	7:45 AM – 8:30 AM Explorer Ballroom	Presented by Association of Washington Cities
Maximize Existing Resources: Strategies for doing more with what you have	8:30 AM – 9:30 AM Explorer Ballroom	Limited budgets and rising service demands creates pressure to do more with less – sometimes at the expense of diminished quality. This session will provide strategies and tips for streamlining workflows and optimizing current tools to boost efficiency without sacrificing quality. Key take-aways: 1. Lead strategically: align resources and operations with your highest impact priorities 2. Optimize what you have: re-evaluate workflows and systems to uncover hidden capacity 3. Empower innovation: Create a culture where teams solve creatively within existing constraints Presented by Office of the Washington State Auditor
WCMA Board of Directors Meeting	9:30 AM – 11:30 AM Explorer Ballroom	
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