



**California Special
Districts Association**
Districts Stronger Together

2016 GENERAL MANAGER
**LEADERSHIP
SUMMIT**

A leadership conference for general managers and other management staff in special districts

June 12 - 14, 2016 • Resort at Squaw Creek, North Lake Tahoe

The General Manager Leadership Summit is always full of new content and material.

Our leadership-focused keynotes and timely and relevant content make this a **must-attend event** for general managers and other senior special district staff.

Why You Should Attend:

- **Your job as a leader of a special district is demanding.**
You need to keep current on essential leadership skills and trends.
- **You learn from others who share similar challenges and opportunities.**
Network with peers and take home ideas that you can immediately apply in your district.
- **You need to know what potential hurdles your district may face.**
Plan for the future by hearing about important legislation that could impact your district.
- **You need to know what risks your agency may be exposed to now and in the near future.**
Reduce your legal exposure by becoming informed about HR issues and risk management.
- **Your work involves communication and relationships with staff, board members and other community leaders.**
Learn how to work better and more effectively with a variety of people and organizations.

Others who would benefit from attending:

Operation Managers | Board Clerks | Office Managers | District Administrators |
Finance Officers | Legal Counsel | Other District Management Staff | Business Managers |
Emerging Staff Leaders in Special Districts



SDRMA Credit Incentive Points

Special District Risk Management Authority (SDRMA) is committed to establishing a strategic partnership with our members to provide maximum protection, help control losses and positively impact the overall cost of property/liability and workers' compensation coverage through the Credit Incentive Program. Credit incentive points can be earned based on an agency's attendance at the General Manager Leadership Summit.

SCHEDULE

at a glance

SUNDAY, JUNE 12, 2016

8:00 a.m. - 4:00 p.m.	So You Want to Be A General Manager? Workshop (separate registration and payment required)
4:00 - 5:30 p.m.	One-on-One Career Coaching
4:00 - 5:30 p.m.	Ask the Legal Experts
4:00 - 6:00 p.m.	Registration Open
5:30 - 7:00 p.m.	Welcome Reception

MONDAY, JUNE 13, 2016

8:00 - 8:30 a.m.	Continental Breakfast with the Exhibitors
8:30 - 10:00 a.m.	OPENING KEYNOTE: True Success: The Art of Achievement in Times of Change
10:00 - 10:45 a.m.	Break and Networking with the Exhibitors
10:45 a.m. - 12:00 p.m.	BREAKOUT SESSIONS: Charting a Successful Path to the Future; Enhancing Your Effectiveness as a Supervisor; A Manager's Guide to Promoting Good Governance
12:00 - 1:30 p.m.	Exhibitor Luncheon
1:30 - 3:00 p.m.	BREAKOUT SESSIONS: Coaching for Performance; Projects, Procurements, Pitfalls, and Plaintiffs; Using Communication, Consistency, and Cooperation to Benefit Your District
3:00 - 3:30 p.m.	Break and Networking with the Exhibitors
3:30 - 4:30 p.m.	BREAKOUT SESSIONS: Workplace Violence Prevention; Turning Board Member Concepts into District Actions; Leading Sustainability Efforts in Your District and Getting Paid to Do It!
5:00 - 6:30 p.m.	Food & Wine Experience Reception

TUESDAY, JUNE 14, 2016

8:30 - 9:00 a.m.	Continental Breakfast with the Exhibitors
9:00 - 10:15 a.m.	KEYNOTE: Crucial Conversations: Tools for Communicating When Stakes are High
10:15 - 10:45 a.m.	Break and Networking with the Exhibitors
10:45 a.m. - 12:15 p.m.	BREAKOUT SESSIONS: How to Create a Millennial-Friendly Special District; Finding Funding; Emerging Trends In Social Media
12:15 - 1:45 p.m.	Networking Lunch
1:45 - 2:45 p.m.	BREAKOUT SESSIONS: Medical Marijuana in the Workplace; Effective Engagement with CalPERS; Systems Thinking and the Common Denominators of a Successful Organization
2:45 - 3:00 p.m.	Break
3:00 - 4:00 p.m.	Closing Session: State Capitol Insights for District Leaders
4:00 p.m.	Event Concludes

LOCATION

getting to squaw creek

Resort at Squaw Creek



400 Squaw Creek Road
Olympic Valley, CA 96146

Book your room early by calling 1-800-403-4434 and asking for the CSDA rate! Room Rate: \$175 plus tax includes complimentary self-parking.

The room reservation cut-off is May 23, 2016, however room space is limited and is expected to sell out before that date.

Getting to North Lake Tahoe



North Lake Tahoe straddles the CA/NV border and is the perfect location to base your Tahoe adventure. North Lake Tahoe is a short drive from Northern/Central California and a short flight for those coming from Southern California.

Distance from Sacramento: 113 miles

Distance from San Francisco: 200 miles



The Reno-Tahoe International airport, located 45 miles from North Lake Tahoe, has 115 flights daily to 18 non-stop destinations.

You Can Bring a Guest

Guest Fee (cannot be from a district or a company that does business with districts)

Includes Welcome Reception, Continental Breakfast on Monday and Tuesday, and Food & Wine Experience on Monday for only \$185 at the Early Bird price. See registration page for details.

REGISTRATION FEES

Early Bird (on or before May 13, 2016):

Member	\$625
Non-Member	\$940
Guest of a CSDA member district	\$185
Guest of a Non-member	\$280

Pre-Conference workshop

So You Want to Be A General Manager?	\$100
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Regular (after May 13, 2016):

Member	\$675
Non-Member	\$1015
Guest of a CSDA Member district	\$210
Guest of a Non-member	\$315

Pre-Conference workshop

So You Want to Be A General Manager?	\$100
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PROGRAM

*designed
specifically for you*

Sunday, June 12



8:00 a.m. – 4:00 p.m.

Special Pre-Conference Workshop: So You Want to Be a General Manager?

This is a practical career development workshop for senior executives and emerging leaders in special districts. This action-oriented workshop includes group and panel discussions on the journey, roles, and skill sets of a general manager; identifying general manager opportunities; developing positive relations with the board, staff, and peer agency executives; and leadership practices.

Separate registration and payment required. Space is limited and on a first-come, first-served basis.

4:00 – 6:00 p.m.

Conference Registration

4:00 – 5:30 p.m.

Ask the Legal Experts

Sponsored by the Special District Risk Management Authority

Do you have a pressing legal question? Now is your chance to get it answered! Drop in for this informal opportunity to chat with attorneys from Atkinson, Andelson, Loya, Ruud & Romo and get no-cost legal advice.

4:00 – 5:30 p.m.

One-on-One Career Coaching

Sponsored by CPS HR Consulting

If you think that your career management strategy could benefit from the help and advice of a seasoned public sector recruiter, this one-on-one session is for you! Speakers will review your resume and talk with you about your career aspirations. Through this confidential discussion, they will help you focus your efforts, explore some new options you may not have considered, and offer you direction to help you set and achieve your goals.

5:30 – 7:00 p.m.

Welcome Reception

“ CSDA did an excellent job with this event. The first day alone was worth the time and money spent!

LINDSAY WOODS, HESPERIA RECREATION AND PARK DISTRICT

PROGRAM

a variety of breakout session options

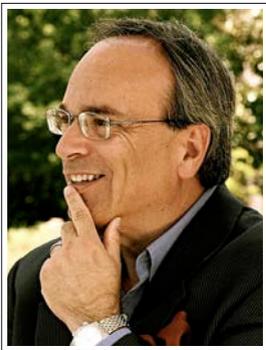
Monday, June 13

8:00 a.m.

Conference Registration Opens

8:00 – 8:30 a.m.

General Session Room Open for Continental Breakfast with Exhibitors



8:30 - 10:00 a.m.

OPENING KEYNOTE

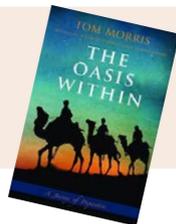
True Success: The Art of Achievement in Times of Change

Tom Morris

We all need insight we can trust—ideas that have stood the test of time and can help us achieve success in even the most demanding situations. This talk will present a simple, powerful, and complete framework of seven universal conditions for deeply satisfying, sustainable excellence in all that we do. Tom's now-famous "7 Cs of Success" have fueled extraordinary results in pockets of excellence around the world, and have never been more important than they are today. In a high-energy and very entertaining session, Tom will reveal the most fundamental tools for personal and organizational greatness and provide a practical guide for their use every day. This talk will leave you with a new, well-grounded enthusiasm and a determination to use the wisdom you've been given. Once you've heard it, you'll never be the same.

BONUS!

The first 150 registered attendees will receive a copy of Tom's book - *The Oasis Within!*



10:00 – 10:45 a.m.

Break and Networking with the Exhibitors

10:45 a.m. – 12:00 p.m.

BREAKOUT SESSION OPTIONS

From Vision to Action - Charting a Successful Path to the Future

Steve Abbors, Kevin Woodhouse, Ana Ruiz - Midpeninsula Regional Open Space District; Nancy Hetrick - Management Partners

In recent years many organizations have honed their skills at finding ways to cut expenses and weather economic downturn, but at what expense? When faced with the prospect of its own declining revenue, Midpen instead took the time to plan for the future. That intentional pause for self-evaluation has paid dividends. Hear how Midpen turned declining revenue into a strategic vision that is shaping the future of the district. Panelists will discuss the value of engaging stakeholders in a strategic visioning process, share strategies for pacing organizational growth to be sustainable, and offer tips for managing change and preparing the team for long-term success.

Enhancing Your Effectiveness as a Supervisor

Gage Dungy - Liebert Cassidy Whitmore

This hands-on workshop is designed to give supervisors at all levels of the district a broad overview of the techniques, skills, and tools they need to effectively manage employee work performance, especially through the performance evaluation process. Learn to maximize performance management techniques with topics that include: understanding the dynamics of one-on-one communications, using constructive feedback as a powerful management tool, creating useful and defensible documentation and written performance evaluations, eliminating unpleasant "surprises" from year-end reviews, and setting and monitoring employee performance goals.

A Manager's Guide to Promoting Good Governance in Your District

Martin Rauch - Rauch Communication Consultants Inc.

Streamline and update how your board operates. Gain ideas on how to make board meetings more effective, interesting, and meaningful. Learn how to evaluate whether to have committee meetings, and if so, how to structure them. Get tips on how to ensure your board is focusing on the right information and issues, and providing clear policy direction to the manager. This is an interactive session full of examples and real world ideas.

12:00 – 1:30 p.m.

Networking Lunch with Exhibitors



I felt the break-out sessions were the highlight of the summit for me, delving into subject matters so critical to successful managing i.e. CALPERS updates, dealing with employer vs. employee legal issues, that just aren't that accessible anywhere else. Very insightful!

MARK PATTISON, CRESTLINE SANITATION DISTRICT

1:30 – 3:00 p.m. BREAKOUT SESSION OPTIONS

Coaching for Performance

Melissa Asher and Michael Grabow - CPS HR Consulting

The three keys to successful leadership are knowing your people, getting results, and establishing a positive work environment. Coaching is the leadership competency that creates development and growth within all three keys. Coaching is a process that enables learning and development to occur and performance to improve. In this session, the instructors will explore the coaching process and how you can move people into higher levels of performance and overcome barriers.

Projects, Procurements, Pitfalls, and Plaintiffs: Smart Practices for Negotiating and Managing Public Contracts

Julie Sherman, David Gehrig and Alexandra Atencio - Hanson Bridgett LLP

Public agencies, like special districts, regularly contract with private firms for services ranging from planning, public safety and IT support, to roadwork and other capital projects. How can a district award these contracts in a manner that best protects the public's interest? Can good contract management really protect your agency from change orders, claims, and litigation? In this session, attorneys will share their approaches to successfully drafting, negotiating, awarding, and managing public contracts to avoid cost overruns and claims, and achieve a successful outcome on your project.

The 3 Cs - Using Communication, Consistency, and Cooperation to Benefit Your District

David Aranda – Mountain Meadows Community Services District

Districts of all shapes and sizes face the difficult task of being efficient and effective leaders for the community. Gain an understanding of how three simple words carry a powerful punch in allowing your district and the board, management, and staff to provide excellence of service. We will discuss the relationship that communication, consistency, and cooperation have in regard to board members working together, the board working with the general manager, and the general manager working with staff. The discussion will also take us to utilizing those three words in regard to the people that we serve.

3:00 – 3:30 p.m. Break and Networking with Exhibitors

3:30 – 4:30 p.m. BREAKOUT SESSION OPTIONS

Workplace Violence Prevention - Understanding Key Issues

Dennis Timoney - SDRMA

This workshop will discuss understanding the key issues that go into prevention and mitigation of workplace violence events. How does an employer protect their employees against an event? What operational exposures does your agency have? What is an employer's legal duty? The instructor will discuss recent workplace violence events and how to develop a workplace violence prevention plan.

Vetting New Ideas: Turning Board Member Concepts into District Actions

Pete Kampa - Kampa Community Solutions

Some board members are a wealth of business or technical knowledge and experience, and some have specific concepts of what they want to accomplish while on the board. This session provides managers with practices and procedures to identify the board member's individual ideas, concepts, and intentions; and how to provide courteous consideration and develop action plans for their consideration by the full board.

Leading Sustainability Efforts in Your District & Getting Paid to Do It!

Institute for Local Government and a Panel of Special District Leaders

Special districts must plan for climate change to ensure that they can continue to provide reliable, high quality services to their community. In this session you will learn what special districts are doing to reduce greenhouse gas emissions and boost sustainability efforts that make a difference to their bottom line.

5:00 - 6:30 p.m. Food & Wine Experience Reception
Sponsored by SDRMA



Join us for a food and wine sampling, prepared by the Resort at Squaw Creek culinary team.



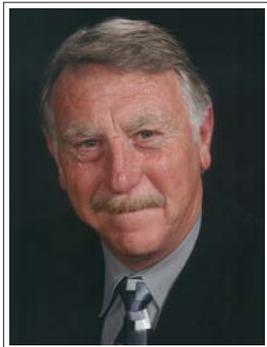
PROGRAM

a variety of breakout session options

Tuesday, June 14

8:30 – 9:00 a.m.

General Session Room Open for Continental Breakfast with Exhibitors



9:00 - 10:15 a.m.

GENERAL SESSION KEYNOTE

Crucial Conversations: Tools for Communicating When Stakes are High

Dr. Bob Jerome



Sponsored by the Special District Leadership Foundation (SDLF) and CPS HR Consulting

Crucial Conversations teaches skills for creating alignment and agreement by fostering open dialogue around high-stakes, emotional, or risky topics. In this entertaining and informative keynote, Dr. Bob Jerome will address how to speak and be heard (and encouraging others to do the same), how to prepare for difficult conversations, and how to stay in productive dialogue working through even the most challenging situations.



FOR GENERAL MANAGERS AND TOP MANAGEMENT SPECIAL DISTRICT ADMINISTRATOR CERTIFICATION

Learn more about this program and how to become a certified leader in special districts on the following page!

The General Manager Leadership Summit qualifies for 16 hours of continuing education toward the SDA Certification.

10:15 – 10:45 a.m.

Break and Networking with the Exhibitors

10:45 a.m. – 12:15 p.m.

BREAKOUT SESSION OPTIONS

The Millennials are Coming:

How to Create a Millennial-Friendly Special District

Michael Willihnganz and Shelley Langan - Placer County Water Agency

The term “Millennials” refers to the generation of people born between 1981 and 1999. They are also known as Generation (Gen) Yers. With more than 50 million Millennials in the U.S. today, they are the largest and the most educated generation. This presentation will offer some insight into the characteristics of Millennials and will provide strategies to create a Millennial-friendly special district in which Millennials will be highly productive and satisfied members of your organization.

Finding Funding: An Overview of Revenue Opportunities for Special Districts

John Bliss - SCI Consulting Group

An interactive overview of current available revenue mechanisms will be presented, analyzed, and discussed, including special taxes, benefit assessments, fees and charges, and grants. Special emphasis will be made upon public opinion polling and community outreach, along with potential revenue generation estimates and any legal considerations. Case studies from various districts throughout California will be presented and discussed. Ample time will be made for an in-depth Q and A at the conclusion of the presentation.

Keep Calm & Update Your Status: Emerging Trends in Social Media

Traci Park and Kelly Trainer - Burke, Williams & Sorensen, LLP

The impact of social media in the public workplace continues to raise questions more rapidly than courts can provide answers. As one question is answered, new legal issues and forms of social media emerge to raise new questions. This cutting-edge session will cover the most current developments related to social media in the public workplace, including the Public Records Act, cybervetting of employees, recent litigation and legislation related to social media at work, and new forms of social media specific to public employees.

12:15 – 1:45 p.m.

Networking Lunch



I highly recommend the General Manager Leadership Summit to all general managers and senior agency staff. Financial assistance was available through the SDLF scholarship program. I qualified and my agency was reimbursed for the registration fee.

JIM WAGONER, BUTTE COUNTY AIR QUALITY MANAGEMENT DISTRICT

1:45 – 2:45 p.m.

BREAKOUT SESSION OPTIONS

Medical Marijuana in the Workplace: Sorting Through the Legal Haze

Gina Roccanova - Meyers Nave

According to a study by the Public Health Institute in Sacramento, as many as five percent of Californians have used medical marijuana at some point. Given these numbers, there is a good chance you already have an employee with a medical marijuana card. In this session, we will review the most recent legal developments in this area and offer practical guidance on dealing with medical marijuana in the workplace.

Effective Engagement with CalPERS: Ensuring That Your Voice is Heard

Rita Gallardo - CalPERS

Learn how to effectively engage with CalPERS from their chief of stakeholder relations. Learn what it means to have a voice at the table with the nation's largest pension system and the largest health benefits administrator in the state, and the value of proactively partnering with CalPERS before, during, and after policy is set. Also in this session, Gallardo will provide an update on current projects, events, and news from CalPERS while presenting ways to stay informed and an active stakeholder within the system.

Systems Thinking and the Common Denominators of a Successful Organization: Assessing the Culture of Your Organization

Steve Barber - Barber & Gonzales Consulting Group

Successful organizations are made, not born. From the intense study of both successful and unsuccessful organizations there are known to be a small collection of common denominators of success. This session identifies these systemic variables and explores how to assess the presence or absence of these common denominators in your organization.

3:00 – 4:00 p.m.

CLOSING SESSION

State Capitol Insights for District Leaders

Kyle Packham, CSDA Advocacy and Public Affairs Director

A mid-year, executive-level update on the most significant advocacy and public affairs issues facing special districts in the State Capitol.

4:00 p.m.

Event Adjourns

SDLF



SPECIAL DISTRICT LEADERSHIP FOUNDATION



FOR GENERAL MANAGERS AND TOP MANAGEMENT

SPECIAL DISTRICT ADMINISTRATOR CERTIFICATION

Become a Certified Leader in Special Districts

The Special District Administrator (SDA) Certification is a voluntary designation sought by individuals who strive to be the best in their field. Administrators with various academic and professional backgrounds can be candidates for the program.

The certification examination and study guide were developed through the participation of over 100 volunteer subject matter experts who know about special district administration. Guided by the SDLF Board, Certification and Audit Advisory Committee and under direction by a professional examination development firm, this certification gives successful candidates recognition unmatched by any other program.

The two hour exam covers all key aspects of special district administration including: governance, legal requirements, policy development, ethics in public service, strategic planning, public finance, and more. To find out the requirements for taking the Special District Administrator examination visit www.sdlf.org or call 916-231-2939.

The General Manager Leadership Summit qualifies for 16 hours of continuing education toward the SDA Certification.

REGISTER

one form per registration

Three Ways to Register

- **ONLINE** by visiting the General Manager Leadership Summit website at gmsummit.cstda.net.
- **FAX:** 916-520-2465, all faxed registration forms must include credit card payment.
- **MAIL:** CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814. Include registration form and payment. Check should be made payable to: California Special Districts Association.

Name:		Title:	
District:			
Address:			
City:		State:	ZIP:
Phone:		Email:	
<input type="checkbox"/> Member <input type="checkbox"/> Non-member		Vegetarian/Any Special Needs	
Emergency Contact - Name & Phone:			
REGISTRATION FEES			
EARLY BIRD (ON OR BEFORE MAY 13)		REGULAR (AFTER MAY 13)	
<input type="checkbox"/> CSDA Member	\$625	<input type="checkbox"/> CSDA Member	\$675
<input type="checkbox"/> Non-Member	\$940	<input type="checkbox"/> Non-Member	\$1015
<input type="checkbox"/> Guest of a CSDA Member	\$185	<input type="checkbox"/> Guest of a CSDA Member	\$210
<input type="checkbox"/> Guest of a Non-member	\$280	<input type="checkbox"/> Guest of a Non-member	\$315
<input type="checkbox"/> So You Want to Be a GM? Workshop	\$100	<input type="checkbox"/> So You Want to Be a GM? Workshop	\$100
PAYMENT			Amount Due
<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express			\$
Acct. name:		Acct. Number:	
Expiration date:		Authorized Signature:	
SPECIAL NEEDS - INCLUDING DIETARY			
<input type="checkbox"/> Vegetarian <input type="checkbox"/> Other:			
Cancellations must be in writing and received by CSDA no later than May 27, 2016. All cancellations received by this date will be refunded less a \$75 processing fee. There will be no refunds for cancellations made after May 27. Substitutions are acceptable and must be done in writing no later June 6, 2016. Please submit any cancellation notice or substitution request to meganh@cstda.net or fax to 916-520-2465.			

“ *The summit was a great opportunity to refresh and learn a few new things on leadership. Truly enjoyed meeting fellow GMs and senior special district staff, and the professional discussions that ensued.* ”

GREG THOMAS, RINCON DEL DIABLO MUNICIPAL WATER DISTRICT



Ready for every wave.

SDRMA offers a seamless extension of balance and agility. For 30 years, we've been helping California public agencies ride the changing waves of risk. Whatever the emerging trend or ongoing exposure, our unique combination of world-class consulting and technical experts stands superior on our members' behalf.

We serve as a single resource for all your coverage protection and risk-management needs. Visit our website at www.sdrma.org or call us at **800.537.7790** to learn more about our Workers' Compensation, Property/Liability and Health Benefits Programs.





California Special Districts Association
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Sacramento, CA 95814

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What's new!
**BREAKOUT
SESSION
OPTIONS &
CONTENT**