

3 opportunities
for training
THROUGHOUT THE STATE!



CSDA's
Special District
Leadership Academy

FEB. 26 - MAR. 1, 2017 - LA JOLLA

APR. 23-26, 2017 - SAN LUIS OBISPO

JULY 9-12, 2017 - NAPA

SPECIAL DISTRICT LEADERSHIP ACADEMY CONFERENCE



*A Comprehensive Governance Leadership Conference
for Elected and Appointed Directors/Trustees.*



presented by
CSDA and
co-sponsored
by SDRMA



SDLA

Participate in the **Special District Leadership Academy Conference** and complete all four modules of the Academy during the course of two and a half days.

This conference content is based on CSDA's Special District Leadership Academy (SDLA) groundbreaking, curriculum-based continuing education program, which recognizes the necessity for the board and general manager to work closely toward a common goal. SDLA provides the knowledge base to perform essential governance responsibilities and is designed for both new and experienced special district board members.

CSDA has created this conference to provide new board members with immediate training, to offer newly elected board presidents the training they need to lead effectively, and to provide experienced board members with current practices and information about the key concerns facing special districts.



Whether you're new to the board or someone who has served for many years, this conference provides essential tools and information to effectively govern your district!



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 Special District Leadership Academy Conference reducing SDRMA member's annual contribution amount.

“As a new board member, I truly enjoyed attending the Governance Foundations workshop. The material was informative, and I recommend this workshop to anyone serving as an elected official.”

– Shiva Frentzen, Director, Cameron Park Community Services District

Why attend?

Local boards are the reason why local control is local. Special district boards are the voices of the community and they are also a large reason why special districts exist. The truth is that every elected or appointed public official needs to worry about governance; governance is what boards do. It’s what they bring to the table. Governance is taking the wishes, needs, and desires of the community and transforming them into policies that govern the district.

Attendees will learn:

- Working as a team: The roles of the board and staff in your district.
- Attributes and characteristics of highly effective boards.
- How culture, norms, values, and operating styles influence the district.
- Specific jobs that the board must perform.
- How individual values, skills, and knowledge help shape how effective boards operate.
- The importance of moving from “I” to “we” as the governance team.
- The board’s role in setting direction for the district.
- The board’s role in finance and fiscal accountability.
- Much more!

Where to stay



February 26 – March 1, 2017
Embassy Suites La Jolla
 4550 La Jolla Village Drive
 San Diego, CA 92122

ROOM RESERVATIONS

Room reservations are available at CSDA rate of \$159 plus tax, single or double occupancy by calling 1-800-362-2779 and using the group code XLE. The CSDA rate also includes discounted parking and complimentary guest room internet. The room reservation cut-off is January 27, 2017, however, space is limited and may sell out before this date.

EARLY BIRD DISCOUNT

The early bird discount for this location requires registration on or before Friday, January 27, 2017.

CANCELLATIONS

Cancellations must be in writing and received by CSDA no later than February 13, 2017 at 5:00 p.m. All cancellations received by this date will be refunded less a \$75 cancellation fee. There will be no refunds for cancellations made after February 13, 2017. Substitutions are acceptable and must be done in writing no later than February 20 at 5:00 p.m. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.



April 23 – 26, 2017
Embassy Suites San Luis Obispo
 333 Madonna Road
 San Luis Obispo, CA 93405

ROOM RESERVATIONS

Room reservations are available at CSDA rate of \$120 plus tax, single or double occupancy by calling 805-549-0800 and using the group code XCO. There is complimentary self-parking at this location. The room reservation cut-off is March 24, 2017, however, space is limited and may sell out before this date.

EARLY BIRD DISCOUNT

The early bird discount for this location requires registration on or before Friday, March 24, 2017.

CANCELLATIONS

Cancellations must be in writing and received by CSDA no later than April 10, 2017 at 5:00 p.m. All cancellations received by this date will be refunded less a \$75 cancellation fee. There will be no refunds for cancellations made after April 10, 2017. Substitutions are acceptable and must be done in writing no later than April 17 at 5:00 p.m. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.



July 9 – 12, 2017
Embassy Suites Napa Valley
 1075 California Blvd.
 Napa, CA 94559

ROOM RESERVATIONS

Room reservations are available at CSDA rate of \$169 plus tax, single or double occupancy by calling 1-800-HILTONS and using the group code CAS. The room reservation cut-off is June 9, 2017, however, space is limited and may sell out before this date.

EARLY BIRD DISCOUNT

The early bird discount for this location requires registration on or before Friday, June 9, 2017.

CANCELLATIONS

Cancellations must be in writing and received by CSDA no later than June 26, 2017 at 5:00 p.m. All cancellations received by this date will be refunded less a \$75 cancellation fee. There will be no refunds for cancellations made after June 26, 2017. Substitutions are acceptable and must be done in writing no later than July 3 at 5:00 p.m. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.

Demonstrate your commitment to good governance.

During the course of this conference, you will complete the entire Academy.

SUNDAY

5:30 – 7:00 p.m.

REGISTRATION AND NETWORKING RECEPTION



Take a moment to network with your peers from throughout the state at this informal networking reception. Reception includes light appetizers.

MONDAY

8:30 a.m. – 12:30 p.m. *(Break for all attendees from 10:00 - 10:30 a.m.)*

BUILDING A FOUNDATION FOR GOOD GOVERNANCE

In this informational session, the instructor will lay the ground work for good governance in your district. Attendees will discover:

- Why good governance is so important to the overall well-being of the district.
- The traits of effective board members.
- What good governance means and how to effectively put it into practice
- How to move your board from “I” to “we,” including how to become an effective team, establish team standards, and essential conditions for team building.

This session covers Module 1 of the Special District Leadership Academy: Governance Foundations.



“Helped clarify my role as a new director.”

– D. Albright, Director, Greater Vallejo Recreation District

12:30 – 1:30 p.m.

LUNCH PROVIDED *(all attendees)*

1:45 – 4:30 p.m. *(Break for all attendees from 3:00 - 3:30 p.m.)*

FULFILLING YOUR DISTRICT'S MISSION - CHARTING THE COURSE

This session will highlight the importance of setting the direction for your district. Learn the critical components of direction setting for your district along with how to avoid planning pitfalls. Attendees will walk through the steps of establishing and fulfilling your district's mission, vision, values, and strategic goals and how to communicate those objectives to your constituents.

This session covers Module 2 of the Special District Leadership Academy: Setting Direction/Community Leadership.

5:30 – 7:00 p.m

SIP AND SAVOR EVENING RECEPTION

Join us for a lively evening of networking and refreshments.

Sponsored by Special District Risk Management Authority



You must attend all education sessions to earn your graduation certificate at the conclusion of the conference.

TUESDAY

8:30 – 10:00 a.m.

GET THE WORD OUT! BEST PRACTICES FOR COMMUNICATION AND OUTREACH

This session looks at common communication breakdowns and potential areas for improvement in public agency communications. It will discuss proper and effective communication methods to be aware of as a governing official including:

- Identifying audiences.
- Responding to public input.
- Media relations.
- Legislative outreach and advocacy.

This session covers Module 2 of the Special District Leadership Academy: Setting Direction/Community Leadership.

10:00 – 10:30 a.m.

BREAK (all attendees)

10:30 a.m. – 12:00 p.m.

DEFINING BOARD AND STAFF ROLES AND RELATIONSHIPS PART 1

This conference session will teach participants how to determine the Human Resource health of their district and what areas to focus on as a board and individual governing official including:

- Identifying the board's role in human resources.
- Recognizing HR red flags and positive indicators.
- Developing and maintaining essential HR policies.
- Covering confidentiality and legal liabilities.
- Evaluating the general manager.

This session covers Module 4 of the Special District Leadership Academy: Board's Role in Human Resources.

12:00 – 1:00 p.m.

LUNCH PROVIDED (all attendees)

1:15 – 4:00 p.m. (Break for all attendees from 2:45 - 3:00 p.m.)

DEFINING BOARD AND STAFF ROLES AND RELATIONSHIPS PART 2

OPEN EVENING

WEDNESDAY

8:30 a.m. – 12:00 p.m. (Break for all attendees from 10:00 - 10:30 a.m.)

SHOW ME THE MONEY! WHAT DO BOARD MEMBERS NEED TO KNOW ABOUT DISTRICT FINANCES?

This session will provide a review and insight of important financial concepts, reports, and policies specific to public agencies including special districts. Attendees will learn:

- How to ask the right questions.
- How to link the finance process to the district mission and goals.
- Budget process, budget assessment, and communicating budget information to the public.
- How to develop and analyze capital improvement plans and reserve guidelines.

This session covers Module 3 of the Special District Leadership Academy: Board's Role in Finance and Fiscal Accountability.

12:00 – 12:30 p.m.

GRADUATION - CERTIFICATE DISTRIBUTION

At the completion of the conference attendees will be awarded a certificate of completion for the Special District Leadership Academy.

Attendees must attend all education sessions to receive credit.



“The workshop on Setting Direction/Community Leadership was out-standing. The instructor defined roles and responsibilities which were essential to productive and conscientious board members. The Leadership Academy should be a requirement for all new board members.”

– Dave Kulchin, Board Member, Leucadia Wastewater District



2017 Registration Form

Special District Leadership Academy Conference

Three Ways to Register

- **Register online** by visiting the Special District Leadership Academy Conference website at leadershipacademy.csda.net.
- **Fax number:** 916-520-2465. All faxed registration forms must include credit card payment.
- **Mail:** CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814. Please include registration form and payment. Checks should be made payable to: California Special Districts Association.

Not sure if you are a member?

Contact the CSDA office at 877-924-2732 to find out if your agency or company is already a member. To learn more about the many benefits of CSDA membership, contact Member Services Director Cathrine Lemaire at cathrinel@csda.net or call toll-free at the number listed above.

Registration fees include:

- 2.5 days of education and materials
- 2 luncheons
- 2 receptions

Name/Title:		
District:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
<input type="checkbox"/> Member <input type="checkbox"/> Non-member	Email:	
Emergency Contact - Name & Phone:		
WHICH CONFERENCE WILL YOU BE ATTENDING?		
FEBRUARY 26 - MARCH 1, 2017 - LA JOLLA EARLY BIRD DISCOUNT: JANUARY 27 <input type="checkbox"/> CSDA Member \$600 <input type="checkbox"/> Non-Member \$900 AFTER JANUARY 27 <input type="checkbox"/> CSDA Member \$650 <input type="checkbox"/> Non-Member \$975	APRIL 23-26, 2017 - SAN LUIS OBISPO EARLY BIRD DISCOUNT: MARCH 24 <input type="checkbox"/> CSDA Member \$600 <input type="checkbox"/> Non-Member \$900 AFTER MARCH 24 <input type="checkbox"/> CSDA Member \$650 <input type="checkbox"/> Non-Member \$975	JULY 9-12, 2017 - NAPA EARLY BIRD DISCOUNT: JUNE 9 <input type="checkbox"/> CSDA Member \$600 <input type="checkbox"/> Non-Member \$900 AFTER JUNE 9 <input type="checkbox"/> CSDA Member \$650 <input type="checkbox"/> Non-Member \$975
SEND MORE - SAVE MORE! -- SPECIAL DISCOUNTED PRICING!		
ADDITIONAL ATTENDEE FROM THE SAME DISTRICT BEFORE EARLY BIRD DISCOUNT <input type="checkbox"/> CSDA Member \$400 <input type="checkbox"/> Non-Member \$600	ADDITIONAL ATTENDEE FROM THE SAME DISTRICT AFTER EARLY BIRD DISCOUNT <input type="checkbox"/> CSDA Member \$450 <input type="checkbox"/> Non-Member \$675	
Payment		
<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		
<input type="checkbox"/> Vegetarian <input type="checkbox"/> Other:		



Paving the way to a more secure future.

For over 30 years, SDRMA has been helping California public agencies guard the future and manage risk with confidence. With the benefit of world-class risk management consulting and technical experts, we've been providing superior coverage protection programs exclusively for public agencies. And we do it in a way that works seamlessly as a single resource for all your coverage protection and risk management needs.

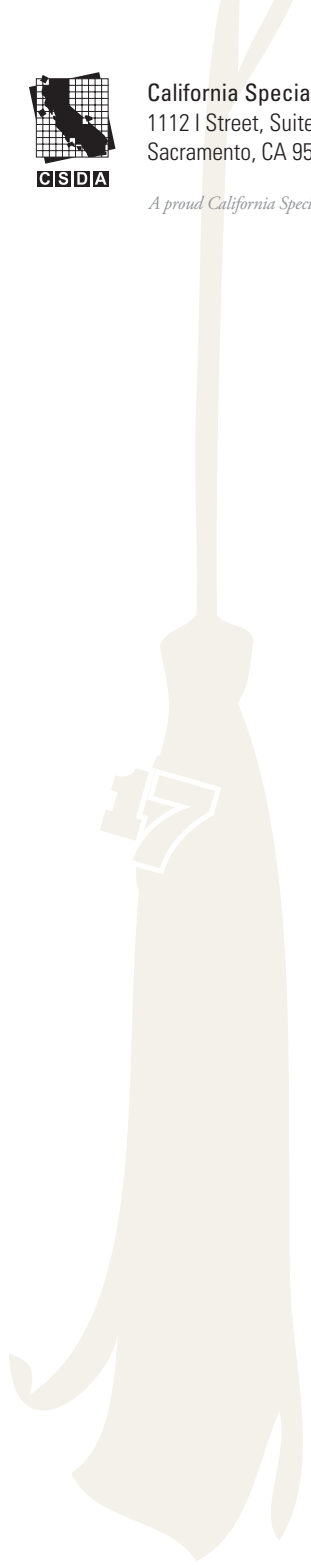
Learn more about our property/liability, workers' compensation and health benefits programs at www.sdrma.org.



California Special Districts Association
1112 I Street, Suite 200
Sacramento, CA 95814

A proud California Special Districts Alliance partner.

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