

ACHIEVING DISTRICT GOALS... TOGETHER.

Two Options – Attend the Conference or sign up for virtual modules

CONFERENCE: September 26 – 29, 2021 – South Lake Tahoe - First Time and Returning Attendee Tracks!



CSDA's 2021
**Special District
Leadership Academy** Conference

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





BOARD & STAFF LEARN TO WORK AS A TEAM.

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

This conference content is based on groundbreaking, curriculum-based continuing education in CSDA's Special District Leadership Academy (SDLA), recognizing 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.

Local boards are the mechanism by which local control remains local. Special districts, and by extension special district boards, are the voices of the community.

The truth is that every elected or appointed public official needs to be guided by knowledge of governance; governance is what boards do. It's what they bring to the table.

Two options for your convenience. **Conference or virtual!**


Early bird discount!



SDLA Conference is presented by CSDA and co-sponsored by SDRMA.

 Printed on recycled paper.



first timer

FIRST-TIME ATTENDEE

Attend for the first-time and complete all four modules of the Special District Leadership Academy:

- Governance Foundations
- Setting Direction / Community Leadership
- Board's Role in Human Resources
- Board's Role in Finance and Fiscal Accountability

return for more

RETURNING ATTENDEE

Already completed the Academy? Take a deep dive into common opportunities and challenges facing special districts. Returning attendee sessions include:

- They're Goin' Rogue: How to Deal With Disruptive Board Members
- What Your General Manager Wishes You Knew
- Communicating Successfully Across Communication Styles
- 2020 Legal and Legislative Update
- Special District Stories and Lessons Learned from the Trenches
- And more!



September 26–29, 2021
Lake Tahoe Resort Hotel
4130 Lake Tahoe Blvd.
South Lake Tahoe, CA 96150



EARLY BIRD DISCOUNT
The early bird discount requires registration on or before Friday, August 27, 2021.

HOTEL ROOM RESERVATIONS

Room reservations are available at the Lake Tahoe Resort Hotel at the rate of \$139 (king standard) or \$159 (two queen) plus tax by calling 530-544-5400 and asking for the CSDA rate or online at www.tahoeresorthotel.com, group code (under more options): CSDA. The room reservation cut-off is September 3, 2021; however, space is limited and may sell out before this date.

Cancellations must be in writing and received by CSDA no later than September 10, 2021 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 September 10, 2021.

Substitutions are acceptable and must be done in writing no later than September 17, 2021 at 5:00 p.m. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.



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. Incentive points reduce SDRMA members' annual contribution amount.

Attend the Academy...Virtually!

Another great option for board members!

The cost to attend each module is:

- \$175 CSDA Member
- \$260 Non-member

Register for all four modules to complete the Special District Leadership Academy!

Module 1 - Governance Foundations

March 24 and 25, 2021 [1:00 – 4:00 p.m. each day]

Module 2 - Fulfilling Your Districts' Mission

April 12 and 13, 2021 [9:00 a.m. – 12:00 p.m. each day]

Module 3 - Board's Role in Finance and Fiscal Accountability

May 12 and 13, 2021 [9:00 a.m. – 12:00 p.m. each day]

Module 4 - Board's Role in Human Resources

May 26 and 27, 2021 [9:00 a.m. – 12:00 p.m. each day]





GOVERNANCE IS TAKING THE WISHES, NEEDS, AND DESIRES OF THE COMMUNITY AND TRANSFORMING THEM INTO POLICIES THAT GOVERN THE DISTRICT.

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 TO 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.

AND MUCH MORE!



FIRST-TIME ATTENDEE - SCHEDULE OF EVENTS



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 from 10:00 - 10:30 a.m.)*

BUILDING A FOUNDATION FOR GOOD GOVERNANCE

David Aranda, CSDM

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

In this informational session, the instructor will lay the groundwork 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



“The training offered new insight and confirmed learned practices. The (bonus) byproduct of this training were the dedicated people I met, who, just like me, were there to learn more about becoming a better, more productive, effective member of their special district.”

– Nancy Mora, Board Member, Groveland Community Services District

MONDAY CONTINUED

12:30 – 1:30 p.m.

LUNCH PROVIDED (All Attendees)

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

FULFILLING YOUR DISTRICT'S MISSION: CHARTING THE COURSE

Brent Ives, BHI Management Consulting

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

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, strategic goals, and how to communicate those objectives to your constituents.

5:30 – 7:00 p.m.

SIP AND SAVOR EVENING RECEPTION



Sponsored by the Special District Risk Management Authority (SDRMA)
Join us for a lively evening of networking and refreshments.

Tuesday

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

DEFINING BOARD/STAFF ROLES AND RELATIONSHIPS

Liebert Cassidy Whitmore

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

This conference session will teach participants how to determine the human resource (HR) 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

12:00 – 1:00 p.m.

LUNCH PROVIDED (All Attendees)

TUESDAY CONTINUED

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

GET THE WORD OUT! BEST PRACTICES FOR COMMUNICATION AND OUTREACH

Martin Rauch, Rauch Communication Consultants, Inc.

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

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

OPEN EVENING

Wednesday

8:30 a.m. – 12:00 p.m. - (Break from 10:00 - 10:15 a.m.)

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

David Becker, CPA, James Marta & Company LLP
Certified Public Accountants

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

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

12:00 p.m.

GRADUATION CERTIFICATE DISTRIBUTION

First-time attendees must attend all sessions in order to receive their certificate at the conclusion of the conference.



Check out these great new sessions for returning attendees!

RETURNING ATTENDEE - SCHEDULE OF EVENTS



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 – 10:00 a.m.

THEY'RE GOIN' ROGUE: HOW TO DEAL WITH DISRUPTIVE BOARD MEMBERS

Sean D. De Burgh, Cole Huber, LLP

Occasionally districts will encounter the rogue board member who disrupts meetings with inappropriate or irrelevant comments, micromanages staff, or disregards long-standing legal principles applicable to special districts. This session will address what can be done to rein in such behavior in a lawful way that assures minimal disruption to the district and effective board governance.

10:00 – 10:30 a.m.

BREAK (All Attendees)

10:30 a.m. – 12:30 p.m.

IS THERE A "RIGHT" AMOUNT OF PUBLIC ENGAGEMENT?

Davenport Institute, Pepperdine School of Public Policy

Sometimes districts can end up in a bit of a Goldilocks situation when it comes to engaging the public. Too little engagement leaves residents confused or suspicious. Too much engagement leads to burnout and frustration when it becomes one more demand

on busy schedules. This workshop draws on peer learning as well as the Davenport Institute's experience working with all shapes and sizes of local agencies (from big cities to tiny districts). Together, participants will develop a framework to help guide internal discussions about whether a particular issue requires reaching beyond the board meeting.

12:30 – 1:30 p.m.

LUNCH PROVIDED (All Attendees)

1:45 – 3:00 p.m.

OUTSIDE OVERSIGHT: THE POWERS AND FUNCTIONS OF CIVIL GRAND JURIES AND LAFcos

Gary B. Bell, Colantuono Highsmith & Whatley, PC

Every county has a civil grand jury and a local agency formation commission (LAFCo). Both of these agencies issue reports and analyses of special district operations that shape public perception and sometimes lead to a change of organization. Taught by an attorney with extensive experience with LAFcos and civil grand jury proceedings, this session will provide participants with an understanding of the powers and functions of civil grand juries and LAFcos — including their limitations — to prepare special district leaders to effectively interact with these agencies including what must be done, what may be done, and how to do it.

3:00 – 3:30 p.m.

BREAK (All Attendees)

3:30 – 4:30 p.m.

WHAT YOUR GM WISHES YOU KNEW

Panel Discussion with experienced General Managers

Communication is critical between a special district board and general manager. Join us for a lively panel discussion with experienced special district general managers to hear about best practices in their districts and ways you can better support your district general manager in their role and vice versa — so that you can both better fulfill the districts mission.

5:30 – 7:00 p.m.

SIP AND SAVOR EVENING RECEPTION



Sponsored by the Special District Risk Management Authority (SDRMA)
Join us for an entertaining evening of networking and refreshments.



“Once again the SDLA Conference was great...very well organized, informative and educational. This was my second conference, and I look forward to more in the future.”

– Diana Towne, Board Member, Rincon del Diablo Municipal Water District

● Tuesday

8:30 – 10:00 a.m.

COMMUNICATING SUCCESSFULLY ACROSS COMMUNICATION STYLES

CPS HR Consulting

Teams benefit from understanding, welcoming, and learning to work with a diversity of communication styles. First, we must each seek to understand and analyze our own communication style to best craft our communication with others. Secondly, to improve collaboration and build ideas and knowledge with others, we must also respect and gain insight into the communication styles of our colleagues and peers. This presentation will help you learn to recognize the various communication styles, leverage your own communication strengths, adjust your communication style when needed, and better understand team members with different communication styles from your own.

10:00 – 10:30 a.m.

BREAK (All Attendees)

10:30 a.m. – 12:00 p.m.

2021 LEGAL AND LEGISLATIVE UPDATE

Nicholaus Norvell, Best Best & Krieger, LLP

An update on new laws affecting special districts this year and what’s currently brewing in the California Legislature.

12:00 – 1:00 p.m.

LUNCH PROVIDED (All Attendees)

1:15 – 2:45 p.m.

BOARD MEMBER DO’S AND DON’TS: COMPENSATION AND CONFLICTS OF INTEREST

Meyers Nave

The California Government Code, through principle or special acts, generally provides special districts with the authority to compensate board members. Conflicts-of-interest laws were created with the principle that personal or private financial considerations of government officials should not in any way affect the decision-making process. This session addresses the numerous complex and continually evolving California laws board members and special district executives (general managers, chief executive officers, executive directors) must adhere to, along with guidance to help foresee potential conflicts of interest that could arise in the day-

to-day activities. Understand and learn the limits on board member compensation, health care, expense reimbursements, and other potential perks that special district leadership may be offered, including limits and when gifts and meals must be reported to the California Fair Political Practices Commission.

2:45 – 3:00 p.m.

BREAK (All Attendees)

3:00 – 4:00 p.m.

FRAUD DETECTION & PREVENTION FOR SPECIAL DISTRICTS

David Becker, CPA, James Marta & Company LLP, Certified Public Accountants

Financial fraud is a reality for many special districts and districts need to develop not only good internal control procedures, but also a culture that says “NO” to fraud and irregularities. This session covers how to assess risk in your organization and develop policies and procedures that will mitigate risk and help prevent fraud. We will also provide resources to help you start exploring your organization through this lens and assessing risk.

4:00 p.m.

CONFERENCE ENDS FOR RETURNING ATTENDEES

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!



BOARD MEMBERS AND TRUSTEES

SHOW YOUR COMMITMENT AND DEDICATION TO SERVING YOUR COMMUNITY.

SDLF



**SPECIAL DISTRICT
LEADERSHIP FOUNDATION**

The Certificate in Special District Governance was designed to acknowledge special district Board Members and Trustees who have taken extra steps to become better educated in core areas of governance.

Complete the Special District Leadership Academy + 10 additional professional development hours and receive this recognition.



DISTRICT OF DISTINCTION ACCREDITATION

TAKE YOUR DISTRICT TO THE NEXT LEVEL USING BEST PRACTICES.



**SPECIAL DISTRICT
LEADERSHIP FOUNDATION**

The **District of Distinction Accreditation** highlights the prudent practices utilized to effectively administer and govern a special district.

In a time when proper fiscal management and responsibility in public agencies is paramount, it has become increasingly important to demonstration districts' sound fiscal management, transparency, and governance policies/practices in place today.



2021 Registration Form

Special District Leadership Academy Conference

(Use one form per registrant)

Three Ways to Register

- **Register online** by visiting the SDLA Conference website at sdla.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 Cassandra Strawn at cassandras@csda.net or call toll-free at the number listed above.



Name/Title:		
<input type="checkbox"/> First-time Attendee <input type="checkbox"/> Returning Attendee		
District:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
<input type="checkbox"/> Member <input type="checkbox"/> Non-member	Email:	
Emergency Contact - Name & Phone:		
OPTION 1: SDLA CONFERENCE - SEPTEMBER 26-29, 2021 - SOUTH LAKE TAHOE		
<input type="checkbox"/> Special District Leadership Academy	EARLY BIRD: AUG 27	<input type="checkbox"/> \$600 - CSDA Member <input type="checkbox"/> \$900 - Non-member <input type="checkbox"/> \$650 - CSDA Member <input type="checkbox"/> \$975 - Non-member
SEND MORE - SAVE MORE! -- SPECIAL DISCOUNTED PRICING!		
ADDITIONAL ATTENDEE FROM THE SAME DISTRICT BEFORE EARLY BIRD DISCOUNT <input type="checkbox"/> \$400 - CSDA Member <input type="checkbox"/> \$600 - Non-member		ADDITIONAL ATTENDEE FROM THE SAME DISTRICT AFTER EARLY BIRD DISCOUNT <input type="checkbox"/> \$450 - CSDA Member <input type="checkbox"/> \$675 - Non-member
VIRTUAL OPTION: SDLA MODULES 1-4		
Module 1: Governance Foundations	<input type="checkbox"/> \$175 - CSDA Member <input type="checkbox"/> \$260 - Non-member	Mar 24 and 25, 2021
Module 2 - Fulfilling Your Districts' Mission	<input type="checkbox"/> \$175 - CSDA Member <input type="checkbox"/> \$260 - Non-member	Apr 12 and 13, 2021
Module 3 - Board's Role in Finance and Fiscal Accountability	<input type="checkbox"/> \$175 - CSDA Member <input type="checkbox"/> \$260 - Non-member	May 12 and 13, 2021
Module 4 - Board's Role in Human Resources	<input type="checkbox"/> \$175 - CSDA Member <input type="checkbox"/> \$260 - Non-member	May 26 and 27, 2021
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:		

Consent to Use Photographic Images: Registration and attendance at, or participation in, CSDA meeting and other activities constitutes an agreement by the registrant to CSDA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

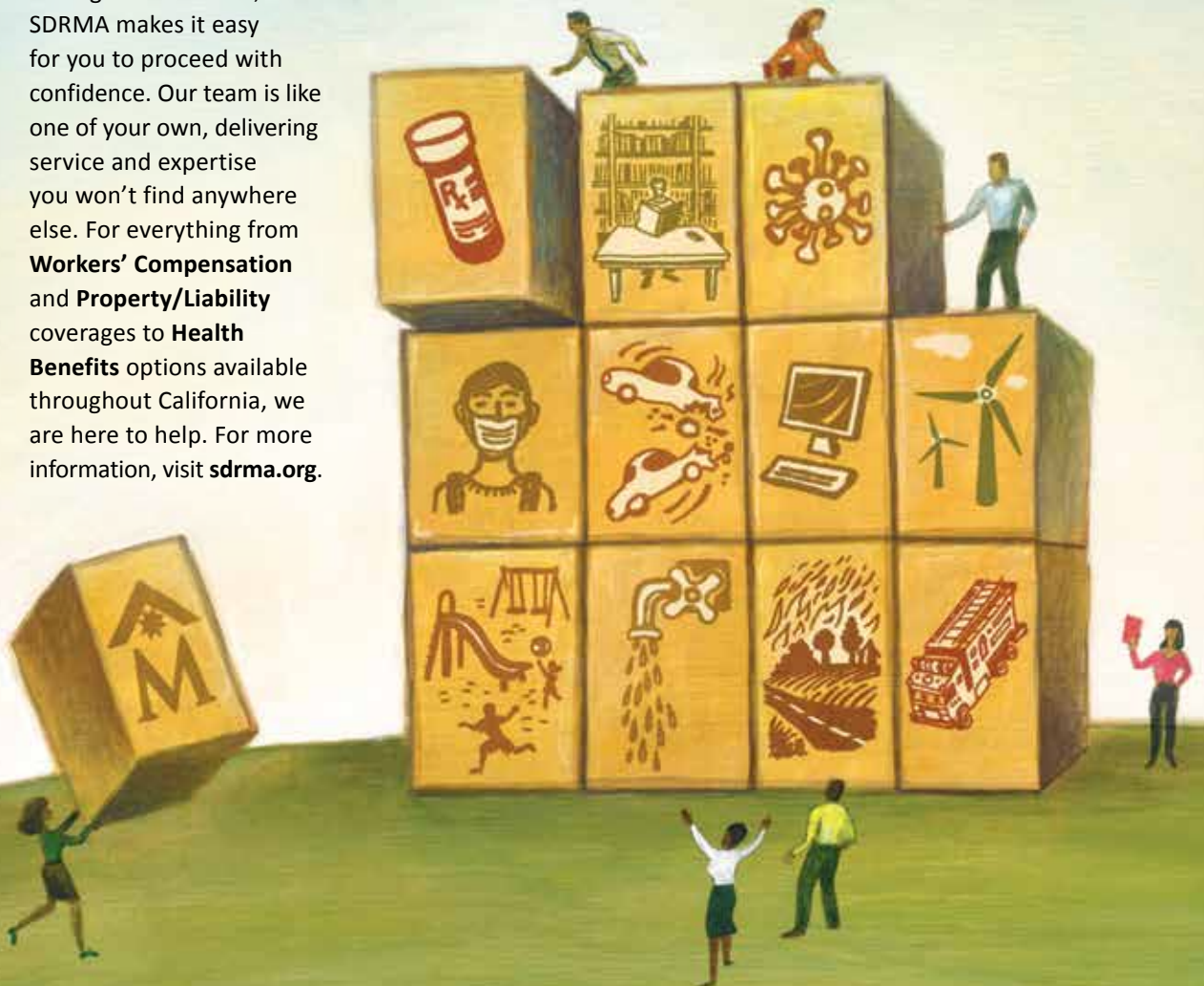
Anti-Discrimination and Harassment Policy: CSDA is dedicated to a harassment-free event experience for everyone. Our Anti-Discrimination and Harassment Policy can be found under "CSDA Transparency" at www.csda.net/about-csda/who-we-are.



SPECIAL DISTRICT RISK MANAGEMENT AUTHORITY

Risk Management Built to Last

As a trusted risk management advisor, SDRMA makes it easy for you to proceed with confidence. Our team is like one of your own, delivering service and expertise you won't find anywhere else. For everything from **Workers' Compensation** and **Property/Liability** coverages to **Health Benefits** options available throughout California, we are here to help. For more information, visit sdrma.org.





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

A proud California Special Districts Alliance partner.

PRSR STD
U.S. Postage
PAID
Permit No. 316
Sacramento, CA

GOVERNANCE LEADERSHIP TRAINING



**Early bird
discount!**

**Two options
for your
convenience.
Conference
or virtual!**



**Track for
returning
attendees.**

SDLA

CSDA's 2021
Special District
Leadership Academy

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



*“Another enjoyable
CSDA experience.”*

– P. Dorey, Director, Vista Irrigation District