



**California Special
Districts Association**
Districts Stronger Together

*All New Content
Including Keynotes
& Breakout Session
Options!*



CSDA's 2022 GENERAL MANAGER LEADERSHIP SUMMIT



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

Coronado Island Marriott Resort & Spa
June 19 - 21, 2022



The General Manager Leadership Summit provides the best networking and professional development opportunities for special district general managers and other management staff from districts of all types and sizes throughout California.

Come together with others facing the same challenges and opportunities, learn from our expert instructors, and return to your district refreshed and reenergized.

Consider sending an emerging leader from your district to this conference also – it could be the first step in preparing our next generation of special district general managers.

**THE CONFERENCE
FOR CURRENT &
EMERGING
LEADERS**



**OTHERS WHO WOULD BENEFIT
FROM ATTENDING:**

- DISTRICT ADMINISTRATORS
- DEPARTMENT MANAGERS
- OPERATIONS MANAGERS
- OFFICE MANAGERS
- SUPERVISORS
- FINANCE OFFICERS
- BUSINESS MANAGERS
- LEGAL COUNSEL
- OTHER DISTRICT MANAGEMENT STAFF



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.



The General Manager Leadership Summit qualifies for 25 points of continuing education toward the Special District Leadership Foundation's Certified Special District Manager program. Learn more about the requirements for taking the CSDM examination on page 9.



at a glance SCHEDULE



Pre-conference workshops held on Sunday, June 19 are not included with full registration. They require separate registration and are offered at an additional cost. Detailed information on pre-conference workshops can be found on page 5.

SUNDAY, JUNE 19, 2022

8:30 a.m. – 4:00 p.m. So, You Want to Be A General Manager? Workshop *(separate registration and payment required)*

8:30 a.m. – 4:00 p.m. Coaching for Performance Workshop *(separate registration and payment required)*

SUMMIT OFFICIALLY BEGINS SUNDAY EVENING

5:30 – 7:00 p.m. Welcome Reception and Registration

MONDAY, JUNE 20, 2022

8:00 a.m. Conference Registration Opens

8:00 – 8:30 a.m. Continental Breakfast with Exhibitors

8:30 – 10:00 a.m. OPENING KEYNOTE: **Leading a Peak Performance Culture**

10:00 – 10:30 a.m. Break and Networking with the Exhibitors

10:45 a.m. – 12:00 p.m. BREAKOUT OPTIONS: How Leaders Master the Art of Crucial Conversations Around DEI; Leading Your District through Challenging Times "Depolarizing Skills"; A Special District Leader's Guide to Investment Options

12:15 – 1:15 p.m. Networking Lunch with Exhibitors

1:30 – 3:00 p.m. BREAKOUT OPTIONS: Building Better Leaders through the Power of Understanding People; Mastering the Hybrid Work Environment: Cultivating Culture and Overcoming Challenges; Proven Methods that Leaders Use to Make Public Meetings and Hearings More Effective and Productive

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

3:30 – 5:00 p.m. BREAKOUT OPTIONS: Recruiting and Retaining the Next Generation of Special District Leaders; Challenging Situations for Managers; The Special District Leader's Emergency Communications Playbook - How to Cover Your Digital Bases

5:15 – 6:45 p.m. Food & Wine Experience Reception

TUESDAY, JUNE 21, 2022

8:30 – 9:00 a.m. Continental Breakfast with Exhibitors

9:00 – 10:30 a.m. GENERAL SESSION WITH KEYNOTE: **Crack the Code on Trust: Insider Techniques for Leaders**

10:30 – 11:00 a.m. Break and Networking with the Exhibitors

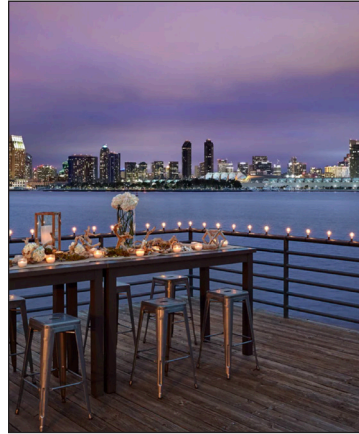
11:00 a.m. – 12:15 p.m. BREAKOUT OPTIONS: Leadership Lessons: Maximizing Collaboration as an Organizational "Operating System"; Leading Your District Through Financing Facilities and Funding Services with a Tax Measure; How to Prepare Your Board for a Successful Financing

12:30 – 2:30 p.m. LUNCH AND PRESENTATION: State and National Advocacy and Public Affairs Issues

2:30 p.m. Event Adjourns

LOCATION

Coronado Island Marriott Resort & Spa



CORONADO ISLAND MARRIOTT RESORT & SPA

2000 Second Street
Coronado, California 92118

7.4 miles from San Diego International Airport

Room reservations start at the rate of \$209 plus tax. The room reservation cut-off is May 31, 2022; however, space is limited, and rooms may sell out before this date. Information regarding hotel reservations and link to book in the CSDA room block will be emailed to the attendee within 24 hours of registration.



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 \$250 at the early bird rate. See registration page for details.

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 at membership@csda.net or 877-924-2732.

REGISTRATION FEES

EARLY BIRD (on or before May 20, 2022):

Member	\$650
Non-member	\$975
Guest of a CSDA Member*	\$250
Guest of a Non-member*	\$375

Regular (after May 20, 2022):

Member	\$725
Non-member	\$1,090
Guest of a CSDA Member*	\$325
Guest of a Non-member*	\$490

ADDITIONAL COST WORKSHOPS

Pre-Conference workshop - Two options!

So, You Want to Be a GM?	\$100 Member/Non-member
Coaching for Performance	\$225 Member/ \$340 Non-member

Pre-Conference includes continental breakfast and buffet lunch.



Need help paying for this conference?

Check out available scholarships at SDLF.org. There is no district budget limit and you don't need to be a CSDA member.

**Cannot be from a district or company that does business with districts.*

PRE-CON

Two Special Pre-Conference Workshops
to choose from

Sunday, June 19, 2022



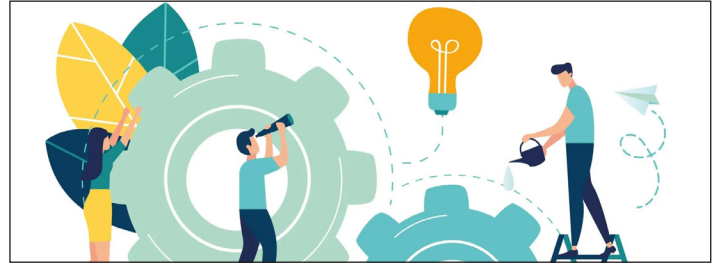
8:30 a.m. – 4:00 p.m.

So, You Want to Be a General Manager?

Scott Carroll, CSDM, Costa Mesa Sanitary District

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 best practices.

Sponsored by the Special District Leadership Foundation (SDLF)



8:30 a.m. – 4:00 p.m.

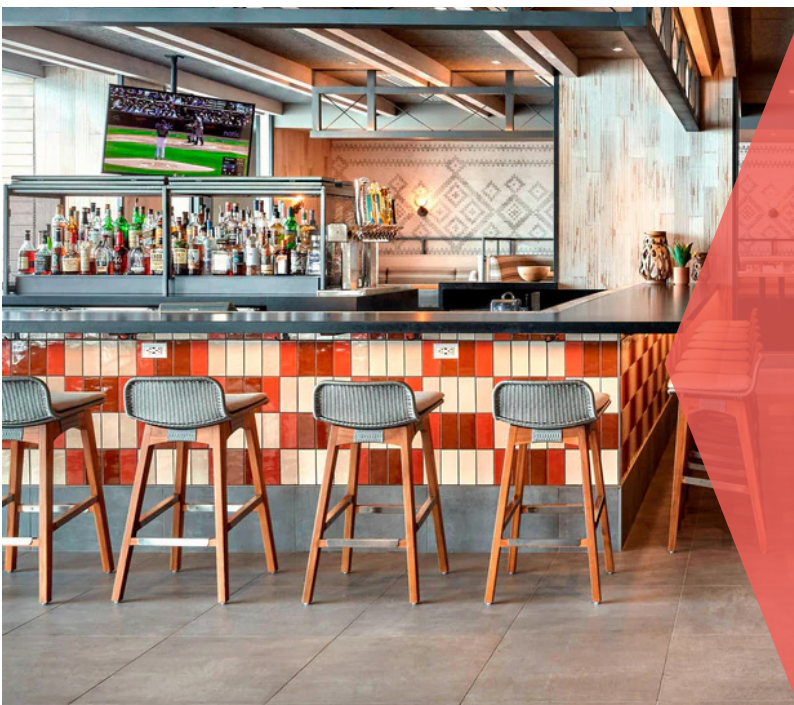
Coaching for Performance

Sylvette Wake, CPS HR Consulting

Coaching your staff is imperative to both your success and your staff's success. Taking the time to invest in developing staff will help with their career development, office morale, and unit productivity. Supervisors rely on staff to complete the work, so working together to improve staff competencies benefits everyone, including the organization.



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



5:30 – 7:00 p.m.

WELCOME RECEPTION AND REGISTRATION

Come enjoy refreshments and networking
with your fellow attendees and exhibitors.

INCLUDES A SPECIAL CELEBRATION OF DADS.

MONDAY

Training & Networking
Opportunities

Monday, June 20, 2022

8:00 a.m.

Conference Registration Opens

8:00 – 8:30 a.m.

Continental Breakfast with Exhibitors



8:30 – 10:00 a.m.

OPENING KEYNOTE

Leading a Peak Performance Culture

Dave Mitchell, The Leadership Difference

This powerful program focuses on the leadership characteristics that are the foundation of the most successful organizations worldwide. Attendees will discover the behaviors embodied by leaders that instill a desire in others to perform at a high level while avoiding environmental stress and burnout. Notable in the content is that these are behaviors, processes and approaches that are easy to replicate, not nebulous values that can be subjective and hard to manifest. They are designed to help all leaders drive a successful ideology throughout the organization (of any size) and reconcile the challenge facing leadership of being the fulcrum between authority (ownership/C-Suite leadership) and impact (line level execution).

10:00 – 10:30 a.m.

Break and Networking with the Exhibitors

“**Great Event with very informational Speakers!**”

SANDY RAFFELSON, HERLONG PUBLIC UTILITY DISTRICT

10:45 a.m. – 12:00 p.m.

BREAKOUT SESSION OPTIONS

How Leaders Master the Art of Crucial Conversations Around DEI

Jacques Whitfield, CPS HR Consulting

It is essential to learn how to have hard conversations that address the current environment of social justice and racial equity. We will explore topics like cultural intelligence, acknowledgment vs. agreement, Black Lives Matter vs. All Lives Matter, how to be an ally, and the best way to address employees. This session will share practical and timely guidance on how to engage employees around the complex and passionate issues related to systemic racism, the need for transparency and accountability in organizational practices, and the need for civil discourse.

Leading Your District through Challenging Times “Depolarizing Skills”

Randy Lioz, Braver Angels

Your district likely has board, staff and community members that hold strong opinions on a variety of issues from climate adaptation to mask mandates. Much of today's polarization is driven by how we talk with like-minded people about those on the other side. Too often, we stereotype, dismiss, or ridicule our fellow citizens who support the other political party, its leaders, and its policies.

This session will cover:

- How to be more aware of their own “inner polarizer”
- How to be critical without demonizing, dismissing or stereotyping large swaths of the population
- Strategies for intervening constructively in social conversations with like-minded peers when these conversations veer into contempt and ridicule for people who hold other political views.

A Special District Leader's Guide to Investment Options

Public Trust Advisors

Developing a safe and diversified public funds investment program is essential to effective financial leadership, and it sets the foundation for creating protocols and internal controls, constructing, and managing your portfolio's investment strategy, navigating changing economic conditions, and communicating information to stakeholders. While different types and sizes of governments require differing levels of complexity in their investment programs, all financial leaders need to recognize their fiduciary responsibility. Implementing an established public funds investment program provides the structure to effectively set policy, make decisions, and safeguard your district's financial assets.

12:15 – 1:15 p.m.

Networking Lunch with Exhibitors

1:30 – 3:00 p.m.

BREAKOUT SESSION OPTIONS

Building Better Leaders through The Power of Understanding People

Dave Mitchell, The Leadership Difference

“The Power of Understanding People” provides the tools to understand each participant’s own unique communication and leadership style. This info-filled, energizing training event provides an ideal combination of strong content, laugh-out-loud humor, and audience interaction. Attendees discover the cornerstone of high performance and tips for enhancing communication, teamwork, employee engagement and influence.

Mastering the Hybrid Work Environment: Cultivating Culture and Overcoming Challenges

Jon Barilone, Tripepi Smith;

Scott Carroll, CSDM, Costa Mesa Sanitary District

The post-pandemic world has opened up the possibilities for major changes in how agencies conduct normal day-to-day business operations as many shift to hybrid workspaces. With these changes, agencies may find it difficult to keep staff motivated and to sustain morale. By developing a cultural identity, agencies can form and retain a strong team that maintains productivity and morale.

Proven Methods that Leaders Use to Make Public Meetings and Hearings More Effective and Productive

Martin Rauch, Rauch Communications Consultants, Inc

Every district needs to hold public meetings and hearings – whether it is for a rate increase, construction project, environmental, or any other action that impacts its public. This session provides proven guidance on how to set up and facilitate a variety of small and large group meetings and hearings both virtual and in-person. This session provides tips on everything you need to know, advertising, linking the meeting with other outreach, dealing with angry customers, setting up productive question and answer sessions, using digital white boards for virtual meetings, and more. This session is built on real-district examples and will provide opportunities for questions and answers.

3:00 – 3:30 p.m.

Break and Networking with Exhibitors

3:30 – 5:00 p.m.

BREAKOUT SESSION OPTIONS

Recruiting and Retaining the Next Generation of Special District Leaders

Panel Discussion Facilitated by Institute for Local Government

Special districts are faced with broadening the future workforce’s knowledge of special district employment opportunities, recruiting and retaining a skilled workforce, and planning for the retirement of current organizational leaders. This session will encourage general managers and executive staff to ask, “What will draw talented professionals to our organization and encourage them to stay?” Speakers will address challenges in developing and retaining the next generation of civic leaders and creating a successful and appealing organizational culture.

Challenging Situations for Managers

Margaret Long and David Prentice, Prentice Long PC

What do you do when one of your board members is sexually harassing staff? How can you get your board members to attend legally required trainings? What happens when your board members personally attack each other and engage in bullying behavior? In this session you’ll learn what your responsibilities are for ensuring that the elected officials in your agency follow the laws. You’ll also learn about practical tools and resources for successfully dealing with elected officials who refuse to comply. And finally, you’ll learn about what can legally be done if your attempts to resolve these issues have failed.

The Special District Leader’s Emergency Communications Playbook - How to Cover Your Digital Bases

Mac Clemmens, Streamline

TBD, FEMA

Wildfires, earthquakes, flooding, and sudden closures can leave district leaders wondering how to best get the word out. In this talk, Streamline and FEMA will cover the 8 most important communication channels to cover in an emergency: Your website, social media, email, text, push notifications to local cellphones (reverse 911), Nextdoor, local media, and public information registries.



5:15 - 6:45 p.m.

FOOD & WINE EXPERIENCE RECEPTION

Join your fellow attendees and exhibitors for more networking while enjoying food, wine, and beer sampling.

Sponsored by 

TUESDAY

Training & Networking
Opportunities

Tuesday, June 21, 2022

8:30 – 9:00 a.m.

Continental Breakfast with Exhibitors



9:00 - 10:30 a.m.

GENERAL SESSION WITH KEYNOTE

**Crack the Code on Trust: Insider
Techniques for Leaders**

Pamela Barnum, M.P.A., J.D.



Sponsored by Special
District Leadership
Foundation (SDLF)

Studies show that the higher the level of trust, the more successful the outcome will be. Nonverbal communication is a significant data source used to make decisions around trust. Using insider techniques, Pamela will help you and your organization Crack the Code on Trust by learning to:

- Accurately assess others' nonverbal cues (body language).
- Discover and learn strategies used to build trust quickly and easily with anyone, including demanding clients, difficult customers, and challenging stakeholders.
- Behave in a way that communicates confidence and trustworthiness in every situation.
- Develop nonverbal communication techniques that make people feel validated and appreciated.
- Create an environment that fosters authenticity and trust - turning first impressions into winning impressions.

10:30 – 11:00 a.m.

Break and Networking with Exhibitors

11:00 a.m. – 12:15 p.m.

BREAKOUT SESSION OPTIONS

**Leadership Lessons: Maximizing Collaboration as an
Organizational "Operating System"**

Steve Barber, Barber & Gonzales Consulting Group

Using an interactive format this session presents and provides for examples and simulation(s) of the principles and processes of honest to goodness collaboration. "Collaboration" is a lot more than "talking nice"!! In reality the principles and operationalizing processes of collaboration are a tool for critical thinking, organizational management, conflict management/resolution, and multi-party decision making of any kind.

Learning outcomes include:

- an introduction to the principles and processes
- examples of application
- an awareness of how the collaborative paradigm is antithetical to the conventional approach to management and leadership
- a roadmap to the introduction and sustainability of the approach to any organization

**Leading Your District Through Financing Facilities and Funding
Services with a Tax Measure**

Sara Mares, NBS;

Mrunal Mehta Shah, Best Best & Krieger LLP;

Nikki Winslow, Altadena Library District

Many special districts face aging infrastructure in need of repair and modernization, whether libraries built in the 1960s or a swimming pool built in the 1950s. Coupled with the need for funding operations and maintenance, special districts are faced with difficult service decisions. Broad community support is critical to addressing these challenges to create a sustainable path forward and deliberate groundwork is the foundation for successful implementation. This session will provide practical revenue options, focusing on special taxes, including a case study with Altadena Library District.

“*Enjoyed the conference, the learning, the interacting...speakers were well worth attending the conference, learned a great deal from each of them.*”

EMILY BALLUS, FULTON-EL CAMINO RECREATION AND PARK DISTRICT

Leadership Lessons: How to Prepare Your Board for a Successful Financing

Consultants from CSDA Finance Corporation;
Patrick Kaspari, McKinleyville Community Services District

As general manager or finance manager of a special district, you know it is of utmost importance to have the funds you need for critical infrastructure improvements. In many cases, accessing the capital market can be the most efficient way of making sure those funds are available. However, a financing cannot be successful without first getting the buy-in and support of your Board of Directors.

In this session, CSDA Finance Corporation consultants and a special district general manager discuss project prioritization and timing, the financing process and team, and the responsibilities of elected officials related to debt financing. Topics include strategies for communicating with and educating your Board so that they understand the need for financing and are confident in the solution presented.

12:30 – 2:30 p.m. - Lunch included

State and National Advocacy and Public Affairs Issues

Kyle Packham and Cole Karr, CSDA;
Kristi More, The Ferguson Group

This presentation will be a mid-year, executive-level update on the most significant advocacy and public affairs issues facing special districts in and around the State Capitol as well as on the national landscape. Learn about the matters facing special districts, including the opportunities ahead and the threats lurking from behind.

2:30 p.m.

Event Adjourns

THE GENERAL MANAGER
LEADERSHIP SUMMIT QUALIFIES
FOR 25 HOURS OF CONTINUING
EDUCATION TOWARD CSDM

A PROGRAM FOR GENERAL MANAGERS AND OTHER MANAGEMENT POSITIONS

BECOME A CERTIFIED SPECIAL DISTRICT MANAGER

SDLF



**SPECIAL DISTRICT
LEADERSHIP FOUNDATION**

Certified Special District Manager (CSDM) 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.

IS IT FOR YOU?

- Demonstrates your commitment to the profession and special districts.
- Makes you stand out as one of the recognized "best in the field."
- Reflects achievement and that you have fulfilled a set of standards and requirements.
- Improves your career opportunities.
- Improves your overall skills and knowledge.
- Offers greater professional recognition from peers and agency governing boards.

To find out the requirements for taking the Certified Special District Manager (CSDM) examination and download a study guide, visit www.sdlf.org or call 916-231-2939.

2022 General Manager Leadership Summit

one form per person

SIGN UP

Don't wait,
register today!

Coronado, CA

Three Ways to Register

- **ONLINE** by visiting the General Manager Leadership Summit at gmsummit.csdanet.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"/> CSDA Member <input type="checkbox"/> Non-member			
Emergency Contact - Name & Phone:			
SUMMIT REGISTRATION FEES			
EARLY BIRD PRICE (ON OR BEFORE MAY 20)		REGULAR PRICE (AFTER MAY 20)	
<input type="checkbox"/> CSDA Member	\$650	<input type="checkbox"/> CSDA Member	\$725
<input type="checkbox"/> Non-member	\$975	<input type="checkbox"/> Non-member	\$1090
<input type="checkbox"/> Guest of a CSDA Member	\$250	<input type="checkbox"/> Guest of a CSDA Member	\$375
<input type="checkbox"/> Guest of a Non-member	\$375	<input type="checkbox"/> Guest of a Non-member	\$490
PRE-CONFERENCE REGISTRATION FEES			
MEMBER PRICING		NON-MEMBER PRICING	
<input type="checkbox"/> So, You Want to Be a GM? workshop	\$100	<input type="checkbox"/> So, You Want to Be a GM? workshop	\$100
<input type="checkbox"/> Coaching for Performance workshop	\$225	<input type="checkbox"/> Coaching for Performance workshop	\$340
		\$	
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:	CVC:	Authorized Signature:	
SPECIAL NEEDS - INCLUDING DIETARY			
<input type="checkbox"/> Vegetarian <input type="checkbox"/> Other:			
<small>Cancellations/Substitution Policy: Cancellations must be in writing and received by CSDA no later than May 20, 2022. All cancellations received by this date will be refunded less a \$75 processing fee. There will be no refunds for cancellations made after May 20, 2022. Substitutions are acceptable and must be done in writing no later May 20, 2022. Please submit any cancellation notice or substitution request to meganh@csda.net or fax to 916-520-2465. Our Anti-Discrimination and Harassment Policy can be found under "CSDA Transparency" at www.csdanet.net/about-csda/who-we-are.</small>			



I have been to hundreds of conferences in my 30+ IT career and the CSDA conference was easily one of the best and most informative I've attended."

DAVIN GARCIA, STOCKTON PORT DISTRICT





Steady as you go.

When your team and ours all pull together, you get the sure-footed stability you need to proceed with confidence. As an extension of your staff, we are always at the sidelines delivering service and expertise. For everything from Workers' Compensation and Property/Liability coverages to Health Benefits options available throughout California, we are here to keep you going strong. 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.

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CSDA's 2022
**GENERAL
MANAGER
LEADERSHIP
SUMMIT**

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June 19 - 21, 2022

