Registration Fee

$139.00 for a single participant

$119.00 for team registrants *(two or more from the same organization)*

To Register

Visit **www.esri.com/IGsummit**

Accommodations

Accommodations are not included in the registration fee.

Hilton, San Bernardino, CA—Ask for ESRI–Innovation's special rate of $95.00.
Available until April 9, 2003. 1-800-Hiltons or 909-889-0133.

Mission Inn, Riverside, CA—Ask for ESRI's special rate of $110.00.
Available until March 30, 2003. 1-800-843-7755 or 909-784-0300.

Dynasty Suites, Redlands, CA— Ask for ESRI's special rate of $68.00.
1-800-842-7899 or 909-793-6648.

Payment Information

The seminar registration fee will be accepted by check or credit card only. A confirmation will be sent to you via e-mail within seven working days after your registration is completed.

No purchase orders will be accepted.

Cancellation Policy: Confirmed registrants who do not participate or who cancel after the workshop's registration deadline date will forfeit their entire registration fee. ESRI reserves the right to cancel any event if the minimum registration is not met. In the event of ESRI cancellation, all registration fees will be refunded.
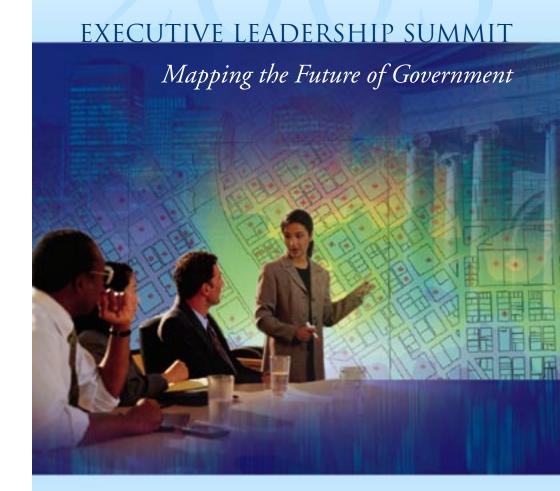
Questions

Please call 310-543-5124.

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2003
EXECUTIVE LEADERSHIP SUMMIT

Mapping the Future of Government

Thursday, May 1–Friday, May 2, 2003

ESRI Corporate Campus

380 New York Street

Redlands, California 92373-8100

THE **INNOVATION GROUPS**

The Innovation Groups and ESRI

www.esri.com/IGsummit

invite you to learn how to improve the decision making power of your jurisdiction by increasing your knowledge of integrated geographic information system (GIS) software.

The Executive Leadership Summit is designed specifically for attendance by both city/county managers and technologists. This event will focus on creating links and common objectives between your jurisdiction's leadership and information technology (IT) professionals to realize greater benefit from your GIS.

The one and one-half day summit will discuss examples of GIS as a communication channel between the manager's office and IT professionals. You will hear case studies that leverage the experiences of jurisdictions that are maximizing the benefits from their GIS applications. These case studies will offer you a clear vision of how to utilize GIS to create success stories for your own government. You will have the opportunity to participate in the discussions and learn the best practices for your organization.

Facilitated by Mike Adams
Assistant City Manager
City of Escondido, California

Chief Ron Coleman, President of the Fire and Emergency Television Network
Sacramento, California

Public safety is everyone's concern. How can GIS be used effectively in maintaining our security in a time of external, internal, and naturally occurring threats and events? Drawing from many years of experience in public safety, Chief Ron Coleman will paint for us an in-depth and eye-opening picture of how governments can take advantage of GIS applications in local government to prevent and react to public safety issues.

Jim O'Grady, Assistant City Manager
Temecula, California

With its population growing nearly threefold in little more than a decade, the city of Temecula employs GIS as the centerpiece of its economic development efforts to keep local employment in line with population growth. Targeted efforts to attract development that complements the city's existing resources have benefited from the analytical capabilities of GIS.

James Ley, County Manager and Growth Management
Sarasota County, Florida

The Sarasota County government has launched a comprehensive and progressive program to invest in neighborhoods and address community issues. The data-driven approach of GIS allows a decision making process based on facts rather than perceptions. Policy makers and residents can work together to tailor action strategies for individual neighborhoods.

Tom Muehlenbeck, City Manager, and Ron Reynolds, IT Director
Plano, Texas

Plano, Texas, credits GIS in aiding the integration of policy decisions into the city. Tom Muehlenbeck, city manager of Plano, and Ron Reynolds, IT director, will profile cases of the value GIS brings Plano and show how other governments can benefit in a similar manner.

Todd Sanders, Chief Information Officer
Tucson, Arizona

GIS is a powerful economic development tool for any community. It offers municipalities a unique capability for analyzing and advertising the resources they have to offer including the infrastructure and facilities available for specific business sectors. It also helps municipalities manage and advertise economic development programs that are geographically based.

However, economic development agencies depend on GIS data created by other agencies and organizations such as assessor offices and utility providers. If a community is to take advantage of the potential of GIS, it must have a strong regional foundation. Todd Sanders, CIO of the city of Tucson, will speak about how Tucson developed its regional GIS capability through shared responsibilities and formal and informal partnerships and cooperatives.

Bob O'Neal, Director of Research and Information Services North Central Texas COG (NCTCOG)

Regional cooperation in north central Texas has provided many benefits to local city and county governments that include reducing costs, sharing resources, and providing business services. NCTCOG and its members have been able to achieve outstanding results in the areas of cooperatively purchased aerial photography, Internet mapping, training, and building a common information infrastructure to collaborate on business products and services with the community.

Agenda

Day One—Thursday, May 1, 2003

12:00 noon–1:00 p.m.	Lunch, ESRI Café
1:00 p.m.–2:15 p.m.	Ron Coleman
2:15 p.m.–2:30 p.m.	*Break*
2:30 p.m.–4:00 p.m.	Jim O'Grady
4:30 p.m.–7:30 p.m.	Dinner and Entertainment, ESRI Café

Day Two—Friday, May 2, 2003

7:30 a.m.–8:30 a.m.	Continental Breakfast
8:30 a.m.–10:00 a.m.	James Ley
10:00 a.m.–10:15 a.m.	*Break*
10:15 a.m.–11:45 a.m.	Tom Muehlenbeck
11:45 a.m.–1:00 p.m.	*Lunch*
1:00 p.m.–2:15 p.m.	Todd Sanders
2:15 p.m.–2:30 p.m.	*Break*
2:30 p.m.–4:00 p.m.	Bob O'Neal

Casual Attire

Early Birds

Wednesday, April 30
Golf Outing *(optional, transportation not provided, extra costs apply)*