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**ICMA ANNUAL CONFERENCE**

**SESSIONS OF POTENTIAL INTEREST TO THE MEDIA**

**October 17-20, 2010**

**McEnery Convention Center**

(Note: All sessions are on Exhibit Level of the McErnery Convention Center unless otherwise noted.)

**Monday, October 18**

**8:30-9:30 a.m. What’s Next for the Economy?** (Exhibit Hall 1)

Keynote address features Diane Swonk, senior managing director/chief economist for Mesirow Financial. In addition to other accolades, the Wall Street Journal names Ms. Swonk the top economic forecasters in the U.S.

**9:45-11:00 a.m. Performance Management in a Time of Fiscal Crisis** (Meeting Room C4)

Guidance on how small communities can find hidden cost savings by asking the right questions and evaluating the performance of local government operations.

**Sustainability 101: Sustainability as a Local Government Strategy** (Meeting Room A1) Panelists discuss how governments use sustainability as a strategic planning and organizing approach for operations, policies, and programs.

**What’s Next for the Economy?** (Meeting Room A3)

Monday’s keynote speaker Diane Swonk continues her discussion of the current economic climate and its potential impact on local governments.

**11:30 a.m.-12:30 p.m. Marketplace Roundtable Discussions**

* + - * **Consolidating Services: Two Isn’t Always Better Than One** (San Jose Marriott-Ballroom Salons II-III)
      * **Effectively Managing during Fiscal Crisis** (Ballroom Salons II-III, San Jose Marriott)
      * **Overcoming Reduction in Staff** (Meeting Room F1)

**12:45-2:00 p.m. Doing More with Less** (Meeting Room A3)—Local governments confront the challenges of dwindling resources, greater service demands, and frustrated staff every day. This session offers resources for defining organization and community values within the context of performance and resident satisfaction.

**Innovation, Risk, and Resiliency: How Challenge Becomes Opportunity** (Meeting Room A1)—Discussion of critical components of local government success in current economic environment.

**Transforming Government through Strategic Operational Reviews: A Saginaw, Michigan Case Study** (Meeting Room B4)—Focuses on the fundamental changes local governments must make in order to survive and thrive in the current economy. Features current ICMA President Darnell Earley, city manager, Saginaw, Michigan

**2:30-3:40 p.m. Citizen Engagement to Build Better Organizations and Stronger Communities** (Ballroom Salons II-III, San Jose Marriott)—Looks at reasons why community change is so difficult and how local governments can engage people and neighborhoods in decision making. Focuses on the leadership role of professional managers and ways local governments can become more vital, resilient places.

**Economic Sustainability: Taking the Long View in Uncertain Times** (Meeting Room A1)—Highlights process for prioritizing new strategies and achieving economic sustainability and resilience.

**What’$ a Manager Truly Worth?** (Meeting Room B4)—Examines compensation guidelines and proposed reform legislation developed by the League of California Cities City Managers Department in response to the Bell, California, scandal, which placed local government executive compensation under the national glare of scrutiny by the media, elected officials, and the public.

**Local Government Implementation of Federal Immigration Law** (Meeting Room A4)—Looks at federal immigration laws and policies and their implementation on the street in American cities. Examines prevailing view that the responsibility for enforcing federal immigration laws falls solely within the purview of the federal government versus involvement in the debate by local law enforcement and social service agencies.

**4:00-5:00 p.m. Marketplace Roundtables (Informal Discussions)**

* **Energy for Sustainable Communities** (Ballroom Salons II-III, San Jose Marriott)—Explores new-generation energy strategies, approaches, and tools to increase community sustainability.
* **Local Governments and Immigration: Walking the Multicultural Line** (Ballroom Salons II-III, San Jose Marriott)—Focuses on struggle between welcoming all people and creating and enforcing laws that protect citizens without impinging on basic human civil rights.

**Asking Your Police and Fire Chief the Right Questions to Get the Right Answers** (Meeting Room A3, Exhibit Level)—Focuses on the questions local government managers should ask police and fire chiefs to obtain accurate, measurable information upon which to make decisions.

**Tuesday, October 19**

**8:30-9:30 a.m. A View to the Technological Horizon** (Exhibit Hall 1)—Keynote panel discussion featuring the Silicon Valley Leadership Group, which represents 300 of the area’s most respected companies, and the association’s president and CEO, Carl Guardino.

**12:30-1:45 p.m. On Main Street, USA: Front Line of the Nation’s Immigration Battleground** (Meeting Room A2)--Forty-five states have introduced 1,180 immigration-related bills and resolutions, according to the National Conference of State Legislatures, and state legislatures have already passed 71 laws and adopted 87 resolutions related to the issue. Public officials who have managed through tumultuous situations discuss their experiences during this session.

**Marketplace Roundtable (Informal Discussion)**

**Pensions and Retiree Health Care in 2010: Where Are We Headed?** (Meeting Room F2)—Learn how local governments are changing their pension and health benefits and what challenges they face, especially regarding the new health care reform legislation. Explores why some governments are more successful than others in negotiating changes in their benefit packages, and what it takes to make benefits both financially sustainable and competitive.

**2:00-3:10 p.m.** **Developing and Maintaining a Meaningful Performance Management System** (Meeting Room A2)—Highlights real-world examples of how to use comprehensive performance management to maximize efficiency and effectiveness in daily operations while maintaining focus on strategic initiatives.

**Health Care: Keeping You Informed on Reform** (Meeting Room A1)— CIGNA vice president of public policy discusses legislative and regulatory issues entailed in reform, the political and economic environment in which reform is being implemented, and the potential implications of health care reform for public and private sector employers.

**Juggling Act: Finding the Right Combination of Raising New Revenues and Holding Down Costs** (Meeting Room A3)—Looks at how local governments have coped with decreasing revenues and addresses ways to make the most of the new economic reality. Speakers demonstrate how to determine the optimum mix of taxes and fees for maintaining community services and discuss strategies for “selling” new or higher taxes. Features San Jose City Manager Debra Figone.

**The Human Side of Shared Services** (Meeting Room A4)—Looks at ways to create an environment for the successful sharing of local government services that considers the impact on residents, builds trust, and embraces innovative opportunities.

**3:30-4:40 p.m. Sustaining Community Infrastructure** (Meeting Room C1)—The state of public infrastructure is a focus of nearly every local government manager worldwide. Going green saves money over time but also requires an upfront investment that many local governments don’t have in difficult financial times. This session looks at the trade-offs of “going green” with public infrastructure.

**Wednesday, October 20**

**8:15-10:15 a.m. Getting Citizens Involved** (ICMA University Forum; check in for location at central registration, Ballroom Concourse)—Examines ways to successfully involve citizens in community decision making and effectively managing competing and sometimes conflicting interests concerning budgets, priority setting, policy making, land use and other decisions. Builds on research and on-the-ground practices that involve citizen surveys, focus groups, online and social media performance measures, and citizen advisory boards to build consensus and community.

**11:00 a.m.-12:30 p.m. Closing General Session: Change by Design** (Exhibit Hall 1)—Tim Brown, CEO of innovative design firm IDEO (named one of the 50 most innovative companies by *Fast Company*), examines the concept of “design thinking,” or using design techniques and strategies to match people’s needs with what is technically feasible and strategically viable for an organization.