

SEPT 27-30

ICMA ANNUAL CONFERENCE

ICMA ANNUAL CONFERENCE • STATE TRAINING COURSE • TALKING POINTS

### ICMA'S FIRST ENVIRONMENTAL MEETING

In keeping with ICMA's commitment to environmental sustainability, the preliminary program and preregistration materials will be provided in the **June issue of PM magazine**.

Complete details will be available on the conference website ([icma.org/conference](http://icma.org/conference)), where **online registration and the conference housing bureau will open on Thursday, June 4**.

### REGISTER EARLY AND YOU COULD BE A WINNER!



- **Seattle-Tacoma International Airport (SEA)** is just 15 miles from downtown Seattle.
- **Six conference hotels** are within walking distance of the **Washington State Convention Center**, where most conference sessions and events will take place.

Consider sharing a hotel room to stretch your dollars. Visit the **conference group** on ICMA's Knowledge Network, [icma.org/conferencegroup](http://icma.org/conferencegroup) to connect with other attendees who are interested in sharing expenses.

### ICMA'S FIRST ENVIRONMENTAL MEETING

Early-bird registration fees (by July 16) include a \$40 Welcoming Reception ticket:

- ICMA Members: \$655 online/\$680 paper
- Nonmembers: \$1,115

For lowest rates, **register by July 16** and register **online** (\$25 discount to members).

A payment plan is available to members who pay registration fees out of their own pockets.

### COMPLIMENTARY REGISTRATION FEES

- Student and Intern members
- Honorary Members
- Senior Advisors

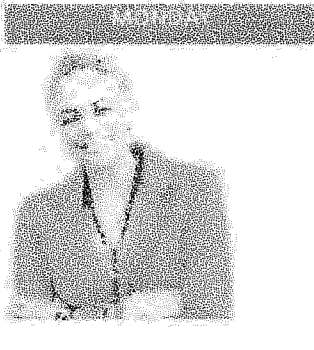
### REGISTRATION DISCOUNTS FOR

- Members in ICMA's West Coast region (Alaska, California, Hawaii, Nevada, Oregon, Washington) attending their *first conference* (\$200 discount)
- Retired and Life Members (\$200 fee, which includes a tickets to the Welcoming Reception) Partners (\$100 fee, which includes a tickets to the Welcoming Reception); restricted to partners who are not ICMA members and not local government employees
- Non-members who join ICMA to get the member registration discount receive half-price ICMA membership for one year.
- ICMA Affiliate members who are entry-level local government staff up to and including department heads (\$300 discount).

ICMA offers complimentary conference registration to recipients of state association travel-and-housing scholarships for the conference. These comp registrations can be used by either a non-ICMA who could not otherwise afford to attend the conference.



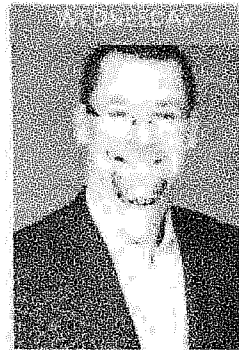
**Shawn Achor**, one of the world's leading experts on the science of positive psychology and the connection between happiness and success.



Diversity advocate, consultant, and author **Vern Myers** has helped break down barriers of race, gender, and sexual orientation in thousand-member workplaces.



**Patrick Lencioni**, author of *The Five Dysfunctions of a Team* and 9 other best-selling books provides leadership models to improve organizational health, teamwork, clarity, employee engagement, and client service.



Using comedy and the principles of improvisation, **Tom Yorton**, CEO of *The Second City Communications* and co-author of the popular new book *Yes, And*, offers a toolkit for thriving in a world increasingly shaped by speed, social communication, and decentralization.



**Andrew Salkin**, COO of the Rockefeller Foundation's 100 Resilient Cities project, which helps cities around the world become more resilient to physical, social, and economic challenges.



**Dara Richardson-Heron, M.D.**, CEO of the YWCA-USA offers an inspiring message on the importance of expanding the number of women in leadership positions.

Nearly 50 concurrent educational sessions in 5 theme tracks and 4 career tracks developed by the 2015 Conference Planning Committee:

- Equity and Empowerment in Public Policy Management
- Making Local Government Relevant
- Safely Steering through the Elements: Personally Surviving the Profession
- Skills and Tools for the 21st-Century Manager
- Next Generation of Infrastructure
- Assistant and Deputy Managers
- Senior Managers/ICMA Credentialed Managers
- Small-Community Managers
- County Managers

Plus: ICMA University forums and workshops, special sessions, and events Educational exhibits and solutions track sessions Round table discussions Field demonstrations highlighting the best of Greater Seattle area .

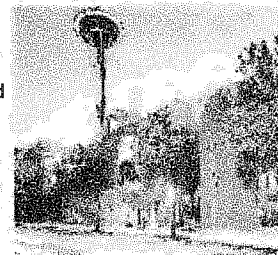
The Conference Host Committee is planning a variety of social events that make the most of the Seattle area including:

**Saturday Reception at the Seattle Aquarium** on the waterfront just blocks away from Pike Place Market.



**Tuesday Evening party at the Experience Music Project (EMP) Museum**

One of the most innovative and popular attractions in Seattle. With its roots in rock 'n' roll, EMP entralls guests with its collections, exhibitions, and interactive technologies that examine contemporary popular culture.





## Seattle | King County SEPTEMBER 27-30, 2015

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# Daily Schedule

Following is a list of all ICMA Annual Conference activities and events by day. Once you've **registered for the Annual Conference and selected your ticketed items**, you can build your own personal schedule. You must be logged into the website to build your personal schedule. Next to each event on this listing and throughout the Conference website, you will see boxes that you can check. When you check the box next to an event and click the "Add to My Schedule" button at the bottom of the page it will be added to your personal schedule. To access your personal schedule, go to "My Schedule" where you can view and print your schedule. If you wish to add a ticketed session or event after you have registered, please email Member and Customer Support at [customerservices@icma.org](mailto:customerservices@icma.org). If you have questions, contact us at 202-962-3680.

To register for Annual Conference, simply click "Register" tab in the menu above and complete the online registration process. Any events that you have previously selected will be selected on the registration form where you will be able to select the number of tickets you wish to purchase. **Your space at an event that requires pre-registration is not guaranteed until you complete the registration form, so be sure to register early.**

Please note that building a personal schedule by clicking on the events and activities listed in the daily schedule and other sections of this website is not the same as registering for the conference. Refer to your registration receipt for confirmation of ticketed events.

Note: You can return to the conference site repeatedly to refine your personal schedule. Be sure to print out a copy before you leave for the conference.

ICMA University Workshops require pre-registration and an additional registration fee of \$195 for each workshop.

Purchase your tickets directly from your organizer, Chery's Northwest Tours.

Friday

9/25

02:00 PM

### Special Sessions : International Development Academy: 2-Day Workshop

02:00 PM - 06:00 PM

Preregistration is required, and there is an additional registration fee for this multiday event: \$350 for ICMA members; \$400 for nonmembers.

Are you looking for ways to make a contribution beyond the boundaries of your community? Do you have knowledge and experience that could be applied to the challenges of developing, transitional, conflict-affected countries and fragile states? Led by ICMA staff and members who have extensive international development experience, this intensive one-and-a-half-day workshop will help you understand the challenges and benefits of strengthening local governance overseas. The session will examine the expectations of the donor community and the local governments and other entities we support. ICMA members who have made the transition to international work will discuss what you need to be prepared. For further information, contact Isabelle Bully-Omnictin at [iomictin@icma.org](mailto:iomictin@icma.org).

Saturday

9/26

07:30 AM

### Tours : Mount Rainier [Click Here To Register](#)

07:30 AM - 05:30 PM

Mt. Rainier will delight you with its vast expanses of pristine old-growth evergreen forests, subalpine meadows, and spectacular alpine vistas. Our nation's fifth-oldest national park, Mt. Rainier, a dormant volcano at 14,410 feet, has the greatest single-peak glacial system in the United States. Feel the peace and power on this journey to the 5,400-foot elevation called Paradise. As you make your way through easy walking paths and trails, you'll make three stops, including the visitors center and the beautiful Narada Falls.

Adults/youth, \$100

08:30 AM

### ICMA University Workshops : Gov 2.0: What Public Leaders Need to Know

08:30 AM - 12:00 PM

Allocating resources through the budget process to those programs that the community values the most • Engaging elected officials in more meaningful discussions about finances and their vision of budget priorities • Demonstrating how the role of the elected official can be focused on policy rather than on line items—that is, on strategic vision rather than on day-to-day operations • Engaging citizens to help clarify what is important to them • Using the tools and techniques of “Fiscal Health” and “Priority Based Budgeting.” Practice Groups: 10, 11

**Workshop Leader:** Chris Fabian, Co-Founder, Center for Priority Based Budgeting, Lakewood, CO

**Workshop Leader:** Jon Johnson, Partner and Co-Founder, Lakewood, CO

#### ICMA University Workshops : Smart Cities Readiness

01:00 PM - 04:30 PM

Join expert presenters from the Smart Cities Council to gain a full understanding of what makes up a smart city and the benefits it can deliver to governments and residents. See the cross-cutting conceptual framework that spans all departments. Learn the 17 universal principles that should underlie any smart city project in any department. And get started on a prioritized action plan for your own city. Participants will receive an electronic copy of the Smart Cities Readiness Guide, the world's foremost compendium of smart city principles, best practices and case studies. Practice Groups: 6, 7, 13

**Workshop Leader:** Jesse Berst, Chairman, Smart Cities Council, Redmond, WA

**Workshop Leader:** Mani Vadari, Director, Smart Cities Sector Services, Smart Cities Council, Redmond, WA

#### ICMA University Workshops : Storytelling for Leaders

01:00 PM - 04:30 PM

Storytelling, although it may not be called that, is a critical skill for leaders today. The human brain is designed to create and hear stories. Leaders who learn to use this predisposition can not only emerge with “success stories” but also elicit deeper information about problems, find creative solutions, explore the impacts of individual behavior and organizational cultural, and learn to share knowledge—about best practices, organizational environmental changes, change management, build community, etc.—differently and more widely. NASA has learned to use storytelling not just externally for education and promotion but also internally for more efficiency (see their ASK publication). This workshop will give participants the what, who, why, when, where, and how of work-focused storytelling. They will get a chance to develop and tell stories as well as listen to and critique stories of their colleagues, and to practice ways to elicit effective, useful stories from employees. Practice Group: 15

**Workshop Leader:** Ruth Walkup, Associate, Commonwealth Centers for High Performance Organizations (CCHPO), Charlottesville, VA

#### ICMA University Workshops : Your Leadership Playbook

01:00 PM - 04:30 PM

As catalysts for continuous improvement, government leaders are facing significant challenges during these uncertain times and are searching for a simple, powerful, and productive approach to leadership in the 21st century. In this workshop, you'll get the unique perspective of Patrick Ibarra, a former city manager and founder of the consulting practice The Meorando Group, who will use football as a platform to outline a series of forward-thinking leadership practices guaranteed to help you achieve improved performance. Attend “Your Leadership Playbook” and discover how you can • Develop principles of a forward-thinking strategy (Game Plan) • Identify and use the Five Practices of Great Leaders (Offense) • Use proven approaches to leading change (Defense) • Implement leading-edge practices for effective execution of services (Xs and Os) • Use methods of managing employee performance (Play Calling) • Use techniques to develop future leaders (Team Players) • Foster a leadership culture (the Field) • Pursue a leadership competency (Touchdown) • Digitally engage the public (Fans) • Celebrate success (Tailgating). Practice Groups: 1, 6, 18

**Workshop Leader:** Patrick Ibarra, Co-Founder and Partner, The Meorando Group, Glendale, AZ

#### Tours : Coast Salish Tribes/Bainbridge Island [Click Here To Register](#)

01:00 PM - 05:00 PM

Ferry across Puget Sound to see where Chief Seattle and his people spent their winters. You'll see a replica of Old Man House, a historic building of Native American building design that the settlers burned to stop the natives from gathering. You'll have time to visit the Suquamish Museum and also make a short stop at the cemetery and the grave site of the chief himself.

*Adults/youth, \$56*

06:30 PM

#### Evening Highlights : Seattle Aquarium

06:30 PM - 08:30 PM

Seattle—King County welcomes attendees to the Seattle Aquarium. Located on the Seattle waterfront just blocks away from Pike Place Market, the aquarium provides a fascinating setting for ICMA's Saturday night reception. What better way for conference attendees to (re)connect with one another, as well as with the Seattle area, than coming face to face with all the life just below the Puget Sound's surface. Guests can sip wine near the interactive tide pools, nosh on appetizers next to a Pacific Giant Octopus, and make new friends—seal, otter, and human!

*Adult, \$40; youth ages 6–16, \$30; under 6 free. Price includes hors d'oeuvres, venue rental, entertainment, coordination, and gratuities. Visit the Host Desk in the convention center before the party for restaurant information and dinner reservations.*

Sunday

9/27

05:00 AM

#### Sports : Golf Tournament

05:00 AM - 02:00 PM

Discover pure links golf while immersing yourself in panoramic views of Puget Sound and the Olympic Mountains. As the site of the 2010 U.S. Amateur and 2015 U.S. Open Championships, Chambers Bay was designed to challenge the greatest players in the world. Yet it's a course that anyone can play. Inspired by the open landscape and spectacular location, renowned architect Robert Trent Jones II remained true to links tradition by creating this unique and breathtaking waterfront course that provides a timeless golf experience. In 2012, Chambers Bay was selected as the #1