



Dear City and/or County Manager:

GCCMA's spring 2010 conference will be held in Athens, Georgia, at the Classic Center **March 24-26.** The association's Program Planning Committee and the Vinson Institute have lined up experts with interesting and relevant topics along with city and county presenters who will share how they have applied these topics to better their communities.

Wednesday afternoon, the conference keynote will be delivered by Karen Susman on the topic "Building and Sustaining Strategic Relationships." Susman is a dynamic speaker who has presented to six ICMA conferences and numerous state associations.

Thursday's program will include two morning sessions: "GIS Applications, Availability and Practice: Application to Cities, Counties and Regional Uses" and "Environmental and Energy Sustainability." The afternoon session on Thursday addresses "Using Surveys and Other Civic Engagement Tools to Make the Really Tough Policy, Budget and Operational Decisions." At the end of the Thursday afternoon session the association will hold its general membership meeting.

Friday morning's session will be one everyone will want to hear, "Georgia's Transportation Outlook," in which presenters will talk about the challenges and opportunities facing transportation in Georgia from the Atlanta region to the suburban and rural regions of Georgia. Confirmed presenters are GDOT Commissioner Vance Smith and GDOT Director of Planning Todd Long.

For this conference, dinner on Wednesday evening is on your own, but we would like to encourage everyone to continue the tradition of signing up for one of Athens's downtown restaurants and enjoying an evening networking with your peers. On Thursday, Athens-Clarke County will arrange an informative evening with dinner at one of the consolidated government's facilities of interest.

Please visit the following website (www.vinsoninstitute.org/gccma) to download a copy of the preliminary agenda for the spring conference. Registration for the conference and lodging information can be found on the next page.

Registration

1. Please register on-line by visiting the Carl Vinson Institute of Government website at www.vinsoninstitute.org/gccma, and pay by credit card, the preferred method. If this will be your first time registering on-line you will be prompted to request a password to access the on-line registration system. Once you have received the password sent to your email address, you can view, update your profile and register for the conference. If you have registered on-line for a conference with us, please use the password that you already have.
2. If you are unable to register and pay by credit card, please download the registration form, complete it and mail with a check to the address listed on the registration form. We cannot accept credit card payments through the mail; payment by credit card is only available through the on-line method.
3. If you require an invoice for processing of payment, please complete the form and fax to 706-542-9856 (*an invoice will be sent to the address on the registration form*).
4. Confirmation will be sent to the address listed on the registration form.

Lodging Information

The conference registration fee includes educational materials and meals listed on the tentative program schedule. Conference attendees can reserve rooms directly with the Classic City Hilton Garden Inn by calling 706-353-6800. The special rate for GCCMA conference attendees is \$119.00 plus applicable taxes; the parking fee is an additional \$9.95 per 24-hour period. Please do not delay in making your lodging arrangements. The block of rooms will be held until March 15, 2010, or the date on which all rooms have been reserved, whichever comes first.

Deposit/Cancellation Policy

A deposit equal to one night's lodging is required to hold individual hotel reservations. The deposit shall serve to confirm the reservation for the dates(s) indicated, and, upon check-in, shall be applied to the first and/or final night of the reserved stay. Deposits paid by individuals are refundable if notice is received by 5:00 p.m. at least 24 hours prior to arrival and a cancellation number is obtained. Deposits shall be charged at the time the reservation is made. Any changes should be directed to the hotel's reservation department. Individuals will be responsible for no-shows not cancelled 24 hours prior to arrival.

If you have any questions about the spring conference, please feel free to call us. We look forward to seeing you soon.

Sincerely,

Gordon Maner
Local Government Programs Manager
Carl Vinson Institute of Government
706-542-9502

Jean Lord
Senior Conference Training Coordinator
Carl Vinson Institute of Government
706-542-9534



Wednesday, March 24

9:30 a.m. **Board of Directors Meeting**

12:00 p.m. **LUNCH**
Classic Center

1:15-3:00 p.m. **SESSION #1: Building and Sustaining Positive and Lasting Strategic Relationships**

One of the keys to success of Georgia's City and County Managers is the ability to build and sustain positive strategic relationships within the city and county as well as regionally, statewide, and nationally. Positive relationships are not always about agreeing but often involve disagreement, conflict, and misunderstandings. Participants will be exposed to a set of tips and methods for building the strategic network, learn ways of sustaining the relationships for the long haul, and how to get past the road bumps that are inevitable in any relationship.

Speaker:

Karen Susman

Karen Susman is an expert on networking, communication skills, and wellness. Since 1983, she has worked internationally with thousands of high achievers who want to improve the quality of their professional and personal lives. She served as an adjunct professor of presentation skills at Regis University and is a former president of Colorado's premier organization of published writers, Colorado Authors' League. Susman is the author of four guidebooks on networking, time management, humor, and building community involvement.

Susman's speaking engagement clients include (ICMA six annual conferences); municipal associations/leagues in Georgia, Colorado, Missouri, New York, New Jersey, Pennsylvania, Wyoming, California, and Washington; National League of Cities, (five annual conferences); and American Public Works Association, national and state chapters.

The Wall Street Journal recently cited Susman in an article on networking.

- 3:00-3:15 p.m. **BREAK**
- 3:15-3:30 p.m. **SESSION #1 Continued**
- 5:00 p.m. **Hospitality Suite**
- 6:30 p.m. **DINNER – on your own**
Various Restaurants in Athens
- 8:15 p.m. **Hospitality Suite Opens**

Thursday, March 25

- 7:30 a.m. **BREAKFAST**
- 8:30 a.m. **SESSION #2: GIS Applications, Availability and Practice:
Application to Cities, Counties and Regional Uses**
As cities and counties develop and expand infrastructure and the lines between cities and counties become grayer, this session explores how GIS can be utilized across boundaries within a county and beyond. This session will expose managers to the emerging technologies available from the technical experts and learn from local government practitioners how GIS is used to assist all sized cities and counties to better plan and map the future of infrastructure, growth, expansion and development and to use GIS information to make better data driven policy and operational decisions.
- 10:00 a.m. **BREAK**
- 10:15 a.m. **SESSION #3: Environmental and Energy Sustainability**
Sustainability is a hot issue everywhere – in small and large local governments and in communities all across the state. Presenters will provide a broad definition of what sustainability means and share some leading examples. Participants will hear from cities and counties, large and small, who are leaders in energy and environmental sustainability addressing what their efforts have been and the impact of those efforts. Guidelines will be discussed that governing bodies can use to respond to citizens who say “what is my city or county doing?” Participants can go home with practical tips, ideas and ways to avoid chasing every environmental or energy sustainability fad that comes along.

- 12:00 p.m. **LUNCH**
Legislative Updates
Recognition of Masters of Public Administration Students
- 1:15-2:45 p.m. **SESSION #4: Using Surveys and Other Civic Engagement Tools to Make the Really Tough Policy, Budget, and Operational Decisions”**
Participants will learn how they can use assessable and affordable scientific survey data as a tool to assist in making policy and budgetary decisions. Presenters from small and medium sized cities and counties will share how they use surveys as a tool to gauge a variety of citizen opinions from their satisfaction with service and services to what they see as community priorities. Presenters also will discuss how cities and counties use the data gathered as part of the staff and elected body decision making process. Participants will learn other creative engaging strategies to aid in gathering information from citizens that support sound decision making.
- 2:45-3:00 p.m. **BREAK**
- 3:00-4:00 p.m. **GCCMA General Membership and Business Meeting**
- 6:30 p.m. **DINNER- ACC site (arranged by Alan Reddish)**
(ACC and GCCMA will provide transportation)
- 8:30 p.m. **Hospitality Suite Reopens**

Friday, March 26

- 7:30 a.m. **BREAKFAST**
- 8:30 a.m. **SESSION #5: Georgia’s Transportation Outlook**
Presenters will talk about the challenges and opportunities facing transportation in Georgia from the Atlanta region to the suburban and rural regions of Georgia.
- Speakers:**
Vance Smith, GDOT Commissioner
Todd Long, GDOT Director of Planning
- 10:30 a.m. **Door Prizes and Adjourn**

CONFERENCE REGISTRATION FORM

2010 GCCMA
Classic Center, Athens, Georgia

March 24-26, 2010
Schedule # 4661 FY10

Please print or type the following. This information is used to maintain your records. Confirmation will be sent to the address below upon receipt of registration. [Registrations will be accepted until the end of the conference.](#)

Name: _____

Preferred Name for Badge: _____ Title: _____

Employer/Organization: _____

Work Address: _____

City: _____ State: _____ Zip Code: _____

Work Phone: _____ FAX: _____

E-mail Address: _____ First Time Attendee to this conference: () Yes

REGISTRATION FEES:

____ GCCMA Member: **\$425.00***

____ Local Government Non-Member: **\$465.00***

____ Non-Governmental Non-Member: **\$530.00***

***Registration fee includes instructional cost and meals noted on agenda.**

Meal Ticket Prices for your GUEST(S):

Wednesday, March 24
Luncheon - \$20.00 each guest
Amount \$ _____

Thursday, March 25
Luncheon - \$20.00 each guest
Amount \$ _____

Dinner-\$40.00 each guest
Amount \$ _____

Total Guest Meals
Amount \$ _____

Guest(s) Name:

TOTAL AMOUNT:
\$ _____

Register and pay by credit card.
[Visit the website](#)
www.vinsoninstitute.org/gccma

OR

Mail registration form and check to:

The University of Georgia
Carl Vinson Institute of Government
ATTN: GTED Registrar
201 N. Milledge Avenue
Athens, GA 30602-5482

MAKE CHECK PAYABLE TO:

University of Georgia
FEI: 58-6001998

OR

Fax completed form to:

706-542-9856, and an invoice will be sent.

CANCELLATION AND REFUND POLICY

Cancellation of registration must be submitted in writing by 5:00 p.m. on March 5 to receive a full refund for the conference registration. Requests for refunds March 6-12 are subject to a 25% administrative fee. No cancellations with refunds accepted after March 12. Registrants are liable for the full registration fee if they fail to attend, cancel by March 12, or send a substitute. When a registered participant is unable to attend, substitution of personnel is encouraged. To cancel registration or send a substitute, please send requests to Jean Lord at lord@cviog.uga.edu or by fax at (706) 542-2176