



## **“Managing in Difficult Times”**

### **GCCMA’s spring 2012 conference will be held in Athens, Georgia, at the Classic Center**

**March 28-30.** The association’s Program Planning Committee and the Carl Vinson Institute of Government have lined up experts with interesting and relevant topics along with city and county presenters who will share how they have applied related tools to better their communities.

With most local governments experiencing a decrease in revenues, managers are forced to find creative ways to deliver services and retain employees with limited resources. During this conference, we will examine ideas for motivating employees, for finding “hidden” sources of revenues and for reducing expenses.

Our exhibit area will feature approximately 30 vendors who have products and services to help you run your government more efficiently. Please try to stop by every exhibit table and thank them for attending, as their fees have helped to keep your registration fees from increasing. Remember to give them your business card, so that you are eligible for exhibitor door prizes.

Please visit the GCCMA website at [www.gccma.com](http://www.gccma.com) for updated information on the conference.

### **Lodging Information**

GCCMA has reserved a special block of rooms at the Hilton Garden Inn, just across the street from the Classic Center and at the Hotel Indigo, just two blocks from the Classic Center. To make your reservation, please call the Hilton Garden at 706-353-6800 and ask for the GCCMA conference rate of \$124.00 plus applicable taxes; the parking fee is an additional \$9.95 per 24-hour period, or the Hotel Indigo at 706-546-0430 and ask for the GCCMA conference rate of \$119.00 plus applicable taxes; the parking fee is an additional \$10 per 24-hour period. Please, do not delay in making your lodging arrangements. The block of rooms will be held until March 1, 2012, or until the GCCMA room block becomes sold out, 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, will be applied to the first and/or final night of the reserved stay. Deposits paid by individuals are refundable if notice is received by the hotel at least 24 hours prior to date of arrival and a cancellation number is obtained. Deposits will 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.

# GCCMA SPRING 2012 Conference

## “Managing in Difficult Times”

### *Tentative Agenda*

#### Wednesday, March 28, 2012

**9:30 a.m. - 11:00 a.m. Board of Director’s Meeting**

**11:30 a.m. - 1:00 p.m. Registration/Buffer Lunch/Visit Exhibitors**

**1:00 p.m. - 3:00 p.m. Presiding: Alan Ours, GCCMA President, Manager, Glynn County**

#### **Session One:**

**Keynote Address:** George Cuff, George B. Cuff and Associates Ltd.

When times get tough often the partnership between local government managers and elected officials can become strained. Is there any way to make elected officials happy when the news is bad? Our featured speaker hails from Alberta, Canada and is a recognized international authority on management and governing at the local level. George is the author of five books and numerous published articles on the subject. He was recently a featured speaker at the ICMA Conference in Milwaukee. George will focus on things managers can do when resources are scarce to maintain superior relationships with their elected officials. Mr. Cuff has been described by at least one Georgia local government manager as a speaker who presents “information that is straight forward and easily understood. Like a good book or a good song George’s remarks contain many things familiar.” Sam Grove, City of Cartersville Manager.

**3:00 p.m. - 3:30 p.m. Break/Exhibits**

**3:30 p.m. - 4:00 p.m. Legislative Updates**

**Presenter:** Clint Mueller, ACCG and Paul Radford, GMA

**4:00 p.m. Business Meeting**

**5:00 p.m. – 6:00 p.m. Hospitality Suite (room will be announced)**

**6:00 p.m. Dine Around Town**

Remember to sign up for the restaurant of your choice, when you pick up your registration packet

**8:30 p.m. Hospitality Suite**

#### Thursday, March 29, 2012

**7:30 a.m. - 8:30 a.m. Breakfast Buffet/ Visit Exhibits**

**8:30 a.m. - 10:15 a.m. Presiding: Julian Jackson, Vice-President; Manager, Monroe**

#### **Session Two:**

#### **How Healthcare Programs Can Save Money**

**Presenter:** Alan Reddish, Manager, Athens-Clarke County and staff

In difficult times employees undergo greater stress and health care claims often increase. The Athens-Clarke County management team demonstrated optimal success and long term savings for the consolidated government by developing and implementing a new Employee Workplace Wellness Program after previous attempts had not been very successful. The team will discuss how their program, begun in 2004, increased from 40 participants to over 500, all on a purely voluntary basis. Athens-Clarke County staff will share highlights of things that worked well, improvements that were made over the years, branding efforts with special emphasis on the return on investment Athens-Clarke has released from the program.

**10:15 a.m. - 10:30 a.m. Break/ Visit Exhibits**

**10:30 a.m. - 11:00 a.m.**

**6 Qualities Linked to Innovative Organizations**

**Presenter:** Toni Shoppe, Alliance for Innovation.

When times are tough, managers often need to know where to turn to get an idea they might not have thought of independently. "There is nothing new under the sun," it has been said. Toni will be presenting to the group after coming from the Alliance for Innovation's home base in Phoenix, Arizona. She will discuss the partnership with the Alliance and ICMA highlighted by the Alliance's 6 Key Qualities program used to promote local government's abilities to work together in a national context to create innovative programming.

**11:00 a.m. - 12:00 p.m.**

**Dollars and Sense, Financial Management in Difficult Times**

**Presenter:** Sabrina Cape CPA, Capable Financial Solutions.

One of the favorite presenters of the GCCMA organization, Ms. Cape has been invited back to share her thoughts on ways good budgeting, solid accounting and long term financial planning can stretch the local government dollar. How can managers make every dollar count while knowing that a government cannot operate on nothing? Sabrina will help offer some solutions to this dilemma from the accounting side of the revenue street.

**12:00 p.m. - 1:30 p.m. Networking Luncheon**

MPA students will be invited to attend and network with the membership. The 2012 scholarship winners will be announced. This is also a good time to network with our exhibitors and sponsors.

**1:30 p.m. - 3:30 p.m. Presiding: Julian Jackson, Vice President; Manager, Monroe**

**Session 3:**

**Personnel Issues in Difficult Times**

**Presenters:** Ben Mathis and David Cole, Freeman Mathis & Gary, LLP

When money gets tight tempers flare and local government workers can get stressed as resources thin. During difficult times what should local government managers be on the alert for in local government employment law? What are the razor edge issues that managers need to be aware of as they navigate possibly dangerous waters during times when lay-offs, furloughs and hiring freezes are becoming the new normal? Ben Mathis, partner with one of Atlanta's leading local government employment law firms and David Cole will update the group on the most recent cases, statutes and regulations directly applicable to Georgia local governments on employment issues. Can managers afford not to know the law?

**3:30 p.m. - 4:00 p.m.**

**Carrots & Sticks, Tax Collections in Difficult Times**

**Presenter:** Chris Laney, GTS, Inc.

Good local government financial management requires both wise uses of resources that have been collected but also the means to collect resources owed to the government. How can manager's get access to tax dollars that are out in the ether but for various reasons have not come into the local government's door? Chris Laney, founding partner of GTS, Inc. focuses daily on helping local governments get as much of the dollars owed them while being sensitive to the realities of the difficulties tax payers are facing. Chris will discuss some proven techniques to maximize collections so both sides of the equation, wise spending and judicious collections, balance.

**4:00 p.m. Adjourn**

**4:00 p.m – 5:30 pm Hospitality Suite**

**6:00 p.m. Reception and Dinner, Alan Ours, President presiding**

**Welcome:** Nancy Denson, Mayor of Athens

**Remarks:** Ron Carlee, ICMA

Ron will be offering a presentation on what other local government management teams have been doing internationally during the economic down turn to keep high levels of service with resources that become more and more limited and how ICMA can help your government be even more successful.

**9:00 p.m. Hospitality Suite**

**Friday, March 30, 2012**

**7:30 a.m. - 8:30 a.m. Breakfast Buffet/Visit Exhibits**

This will be your last opportunity to visit exhibitors and enter your card for exhibitor door prizes

**8:30 a.m. - 9:30 a.m.**

**Session 4: Julian Jackson, Vice President presiding**

**Money Can't Buy Me Love, Motivating Staff and Volunteers in Difficult Times Round Table Discussions**

**Moderator:** Marty Allen, City Manager, Suwanee

Maintaining a productive but also collegial workplace is hard enough when resources are easily available but when staff members are working harder for less money, raises are not in sight and lay-offs and furloughs are in place or on the horizon how can the local government manager maintain esprit de corps? This panel of managers will discuss ideas and programs they have effectively used to keep up morale when things are at their worst.

**9:30 a.m. - 10:30 a.m.**

**Day-to-day, Planning, Programming and Operations in Difficult Times**

**Moderator:** Blaine Williams, County Manager, Floyd County

Balancing financial constraints and prosecuting the daily work of the government can be trying. What are some best practice tips from our colleagues on how to go about getting the work done when the responsibilities per employee and per program may have risen exponentially due to budget cuts? Has your government's work load decreased? If it has, this panel will help generate ideas to help the assembly get through each day and be successful.

**10:30 a.m. – 10:45 a.m. Closing and Door Prize Drawing**

**10:45 a.m. Adjourn**

**2012 GCCMA SPRING CONFERENCE REGISTRATION**

**March 28-30, 2012**

**Classic Center, Athens, Georgia**

Name: \_\_\_\_\_

Preferred Name for Badge: \_\_\_\_\_ Title: \_\_\_\_\_

Employer/Organization: \_\_\_\_\_

Work Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Work Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ First Time Attendee: ( ) Yes

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

- GCCMA Member:** **\$425.00\***
- Local Government Non-Member:** **\$465.00\***
- Non-Governmental Non-Member:** **\$600.00\***

**Guest(s) Name, if attending:** \_\_\_\_\_

**Meal Ticket Prices for your GUEST(S):**

**Wednesday, March 28**

Luncheon	\$20.00 each guest x _____	<b>Amount \$ _____</b>
Dinner	\$40.00 each guest x _____	<b>Amount \$ _____</b>

**Thursday, March 29**

Luncheon	\$20.00 each guest x _____	<b>Amount \$ _____</b>
Dinner	\$40.00 each guest x _____	<b>Amount \$ _____</b>

Total Fee due **Amount \$ \_\_\_\_\_**

- Visa       MC       AMEX       Check

CC # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature of name on card: \_\_\_\_\_

If paying by credit card, please complete this form and fax to 678-651-1021 OR, mail registration form and check made payable to GCCMA to: GCCMA ♦ P.O. Box 105377 ♦ Atlanta, GA 30348

**CANCELLATION AND REFUND POLICY**

Cancellation of registration must be submitted in writing by March 1<sup>st</sup> to receive a full refund for the conference registration. Cancellations made after March 1<sup>st</sup> will be assessed a \$50 administrative fee and no cancellations with refunds will be accepted after March 15<sup>th</sup>. We will be happy to make a name substitution, if you are unable to attend and would like to send a coworker. If you have any questions, please contact Janice Eidson at 678-686-6256 or jeidson@gmanet.com.