



Georgia City-County Management Association
2012 Spring Conference
Exhibit and Sponsorship Opportunities
March 28-30, 2012
The Classic Center

The 2012 GCCMA Spring Conference is scheduled for March 28-30 in Athens-Clarke County. More than 100 city and county managers and key staff will be in attendance. This year, for the second time, the GCCMA Conference will feature an exhibit area, where your company may display your products and services. In addition to exhibitors, we are also seeking corporate sponsors for some events. This is an excellent way for your company to receive exposure to the decision makers in the cities and counties across Georgia. If your company has other ideas for sponsorships (lanyards, conference bags, quality door prizes), please contact Janice Eidson at jeidson@gmanet.com, or 678-686-6256.

Sponsors and exhibitors will be listed in conference materials and recognized with signage. If you are sponsoring a session or meal, you will be recognized at the end of the event. If you are sponsoring a meal function, a ticket to that function is included in your sponsorship fee. Registration for the full conference is not included in the exhibit fee or sponsorship.

A block of rooms has been reserved at the The Classic City Hilton Garden Inn for GCCMA at the rate of \$124 per night. Please call 706-353-6800 for reservations BEFORE March 7th. A block of rooms has also been reserved at the Hotel Indigo at the rate of \$119. Please call 706-546-0430 or 1-877-8-INDIGO and reference group code "CCM" or book online at www.hotelindigo.com/athensga and use block code "CCM."

Sponsorships Available:

Breaks - \$500
General Sessions - \$500
Breakfast/Lunch \$1000
Dinner - \$2000

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

GCCMA 2012 Fall Conference
Exhibit and Sponsorship Registration Form
March 28-30, 2012
The Classic Center

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____

EXHIBIT REGISTRATION (LIMITED TO 40 TABLES, FIRST COME, FIRST SERVED):

Vendor set up is 10:00 a.m. until 11:30 a.m. on Wednesday, March 28, 2012

SPONSORSHIPS (Each event may have two sponsors. Please email your logo to epowell@gmanet.com.)

Exhibit Items	Quantity	Registration	Total
Exhibit Table – Associate Member		\$135 per table	\$
Exhibit Table – Non-Member		\$150 per table	\$
Electrical Outlet		\$50	\$
Sponsorship Items			
Coffee Breaks		\$500	\$
General Sessions		\$500	\$
Thursday/Friday Breakfast		\$1000	\$
Wednesday/Thursday Lunch		\$1000	\$
Thursday Dinner		\$2000	\$
Registration for full convention – Associate Member		\$475 per person	\$
Registration for full convention – Non-Member		\$495 per person	\$
TOTAL			\$

**Full Registration Includes access to all meal functions*

**Exhibit Table includes 2 Chairs*

Check enclosed (made out to GCCMA) or Visa Master Card AMEX

CC No: _____ Exp. Date: _____

Signature: _____

MAIL FORM AND PAYMENT TO:

(please do not fax unless you are paying by credit card – payment must be submitted with registration)

GCCMA – PO Box 105377 ATLANTA, GEORGIA 30348

ATTN: Erica Powell

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FAX: 678-651-1016