



**California Special
Districts Association**
Districts Stronger Together



CSDA's 2021
**GENERAL
MANAGER
LEADERSHIP
SUMMIT**



*A leadership conference for general managers
and other management staff in special districts*

Resort at Squaw Creek
June 27-29, 2021



The General Manager Leadership Summit provides the best networking and professional development opportunities for special district general managers and other management staff from districts of all types and sizes throughout California.

Come together with others facing the same challenges and opportunities, learn from our expert instructors, and return to your district refreshed and reenergized.

Consider sending an emerging leader from your district to this conference – it could be the first step in preparing our next generation of special district general managers.

CURRENT & EMERGING LEADERS



OTHERS WHO WOULD BENEFIT FROM ATTENDING:

- DISTRICT ADMINISTRATORS
- DEPARTMENT MANAGERS
- OPERATIONS MANAGERS
- OFFICE MANAGERS
- SUPERVISORS
- FINANCE OFFICERS
- BUSINESS MANAGERS
- LEGAL COUNSEL
- OTHER DISTRICT MANAGEMENT STAFF



SDRMA Credit Incentive Points

Special District Risk Management Authority (SDRMA) is committed to establishing a strategic partnership with our members to provide maximum protection, help control losses and positively impact the overall cost of property/liability and workers' compensation coverage through the Credit Incentive Program. Credit incentive points can be earned based on an agency's attendance at the General Manager Leadership Summit.



The General Manager Leadership Summit qualifies for 25 points of continuing education toward the Special District Leadership Foundation's Certified Special District Manager program. Learn more about the requirements for taking the CSDM examination on page 9.

at a glance
SCHEDULE



Pre-conference workshops held on Sunday, June 27 are not included with full registration. They require separate registration and are offered at an additional cost. Detailed information on pre-conference workshops can be found on page 5. Also, please note the separate area for these workshops when completing the registration form.

SUNDAY, JUNE 27, 2021

8:00 a.m. – 4:00 p.m. So You Want to Be A General Manager? Workshop *(separate registration and payment required)*

9:00 a.m. – 4:00 p.m. Strategic Conversations: A New Way of Strategic Planning Workshop *(separate registration and payment required)*

SUMMIT OFFICIALLY BEGINS SUNDAY EVENING

5:30 – 7:00 p.m. Welcome Reception and Registration

MONDAY, JUNE 28, 2021

8:00 a.m. Conference Registration Opens

8:00 – 8:30 a.m. Continental Breakfast with Exhibitors

8:30 – 10:00 a.m. OPENING KEYNOTE: It's OK to Be the Boss

10:00 – 10:30 a.m. Break and Networking with the Exhibitors

10:45 a.m. – 12:00 p.m. GENERAL SESSION: The Past, Present, and Future of COVID-19

12:15 – 1:15 p.m. Networking Lunch with Exhibitors

1:30 – 3:00 p.m. BREAKOUT OPTIONS: How to Influence Peak Performance Management; Cultivating a Workplace Culture of Respect in a Polarized Society; A Leader's Guide to Building & Keeping Trust with Your Board

3:00 – 3:30 p.m. Break and Networking with the Exhibitors

3:30 – 5:00 p.m. BREAKOUT OPTIONS: Four Steps to Successful Succession Planning; How To Lead Just About Any Internal Project - Successfully; Trends in Municipal Financing - What Special Districts Should Know

5:15 – 6:45 p.m. Food & Wine Experience Reception

TUESDAY, JUNE 29, 2021

8:30 – 9:00 a.m. Continental Breakfast with Exhibitors

9:00 – 10:30 a.m. GENERAL SESSION: Master Your World: 10 Leadership Strategies to Improve Productivity and Communication

10:30 – 11:00 a.m. Break and Networking with the Exhibitors

11:00 a.m. – 12:15 p.m. BREAKOUT OPTIONS: Social Media and the First Amendment; General Manager Performance Evaluations and Contracts; Authentic Public Engagement - Strategies & Tools for Managers

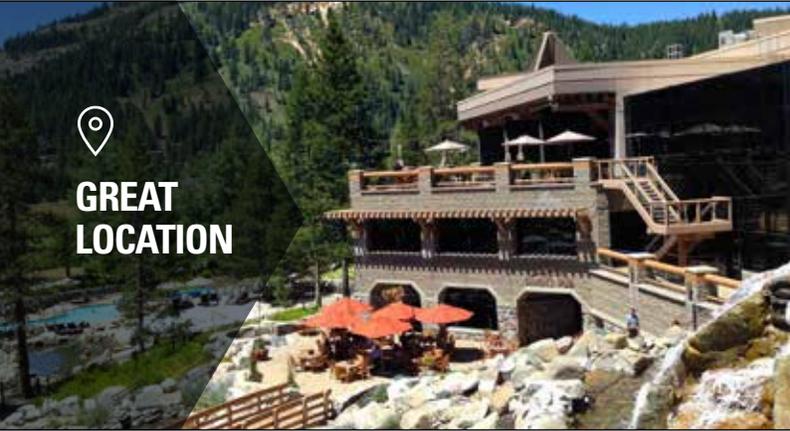
12:30 – 2:30 p.m. LUNCH AND PRESENTATION:
2021 and Beyond: Economic and Legislative Outlook

2:30 p.m. Event Adjourns



LOCATION

Resort at Squaw Creek



**GREAT
LOCATION**

RESORT AT SQUAW CREEK

400 Squaw Creek Road
Olympic Valley, CA 96146

Room reservations are available at the Resort at Squaw Creek at the CSDA rate of \$185 plus tax and resort fee, single or double occupancy, by calling 800-404-5544. The room reservation cut-off is May 28, 2021; however, space is limited and may sell out before this date.

FROM SAN FRANCISCO AND SACRAMENTO

East on I-80 (toward Reno) to Truckee, CA
South on HWY 89 (toward Squaw Valley and Tahoe City) for 8 miles
Right on Squaw Valley Road (1/3 mile)
Left on Squaw Creek Road to the resort's Porte Cochere

FROM RENO/TAHOE INTERNATIONAL AIRPORT

North on HWY 580/395
West on I-80 (Reno/Sacramento exit)
South on HWY 89 (toward Squaw Valley and Tahoe City) for 8 miles
Right on Squaw Valley Road (1/3 mile)
Left on Squaw Creek Road to the resort's Porte Cochere



BRING A GUEST!

Guest Fee (cannot be from a district or a company that does business with districts): Includes Welcome Reception, Continental Breakfast on Monday and Tuesday, and Food & Wine Experience on Monday for only \$200 at the early bird rate. See registration page for details.

Not sure if you are a member? Contact the CSDA office at 877-924-2732 to find out if your agency or company is already a member. To learn more about the many benefits of CSDA membership contact Member Services Director Cassandra Strawn at cassandras@csda.net or 877-924-2732.

REGISTRATION FEES

EARLY BIRD (on or before May 28, 2021):

Member	\$625
Non-member	\$940
Guest of a CSDA Member*	\$200
Guest of a Non-member*	\$300

Regular (after May 28, 2021):

Member	\$675
Non-member	\$1015
Guest of a CSDA Member*	\$225
Guest of a Non-member*	\$340

ADDITIONAL COST WORKSHOPS

Pre-Conference workshop - Two options!

So You Want to Be a GM?	\$100 Member/Non-member
Strategic Conversations	\$225 Member/ \$340 Non-member

*Cannot be from a district or company that does business with districts.

PRE-CON

Two Special Pre-Conference Workshops to choose from

Sunday, June 27, 2021



8:00 a.m. – 4:00 p.m.
So You Want to Be a General Manager?
Scott Carroll, CSDM
Costa Mesa Sanitary District

This is a practical career development workshop for senior executives and emerging leaders in special districts. This action-oriented workshop includes group and panel discussions on the journey, roles, and skill sets of a general manager; identifying general manager opportunities; developing positive relations with the board, staff, and peer agency executives; and leadership best practices.



9:00 a.m. – 4:00 p.m.
Strategic Conversations: A New Way of Strategic Planning
Michael Grabow,
CPS HR Consulting

Developing your leadership ability for strategic thinking and planning, coupled with the skills to engage in strategic conversations significantly improves your value as a leader. The days of hiring an outside agency to create a strategic plan for your organization are over. Organizations poised for growth and success have leaders who are adopting strategic thinking as an on-going way of doing business and strategic planning that engages employees across the whole organization as well as external stakeholders. They engage everyone in developing agile plans; cycles of experimentation and learning, innovation; and measuring actions against relevant metrics.

STOP

Separate registration and payment required for pre-con workshops. Space is limited and on a first-come, first-served basis.

SCHOLARSHIPS FOR CURRENT GENERAL MANAGERS AND THOSE MOVING TOWARD BECOMING A GENERAL MANAGER.



SDLF



SPECIAL DISTRICT LEADERSHIP FOUNDATION

Two scholarship funds are currently available through the Special District Leadership Foundation (SDLF) to cover registration fees for the 2021 General Manager Leadership Summit.

The **Education Allowance Fund** for current district General Managers and the **Emerging Leaders Scholarship** for those that aren't yet General Managers.

Visit sdlf.org for more details and an easy online application. There are currently no district budget limits and you do not need to be a member of CSDA to receive a scholarship.

MONDAY

Training & Networking
Opportunities

Monday, June 28, 2021

8:00 a.m.

Conference Registration Opens

8:00 – 8:30 a.m.

Continental Breakfast with Exhibitors

8:30 – 10:00 a.m.

OPENING KEYNOTE

It's OK to Be the Boss

Bruce Tulgan, Founder and CEO, RainmakerThinking, Inc.



Most managers spend a lot of time communicating with their direct-reports, but their communication is too often lacking in structure and substance. As a result, problems hide below the surface, until they blow up, and then everyone has to jump into firefighting mode. That's why so many managers are stuck in a vicious cycle of undermanagement. The solution:

Highly engaged management.

- What is managing on autopilot and how can you avoid it?
- What are the three most common questions managers ask their direct reports?
- What are the questions YOU should be asking?
- What is management by interruption?
- How can you put more structure and substance into your management communication?

In this program, Bruce Tulgan answers these questions and more! With a blend of humor, insight, and concrete best practices, Bruce helps managers confront their own bad habits and teaches leaders a step-by-step approach back to the fundamentals of highly engaged management that anyone can put into action.

10:00 – 10:30 a.m.

Break and Networking with the Exhibitors

10:45 a.m. – 12:00 p.m.

GENERAL SESSION

The Past, Present, and Future of COVID-19

Laura Izon, Atkinson, Andelson, Loya, Ruud & Romo

Remember when everyone was saying "two weeks to slow the curve"? It's been a long two weeks! As a public employer performing essential functions, it is extremely important that both the needs of your employees and the service to your community are balanced appropriately. This informative session will take a look back at the stages of COVID-19, the lessons we learned, the continuing impact on and challenges for special districts, and where we think we'll be in the upcoming months

12:15 – 1:15 p.m.

Networking Lunch with Exhibitors



“

CSDA sustains quality in its conferences and training programs - the GM Leadership Summit proves the point.

MICHAEL A. HOULEMARD, JR., FORT ORD REUSE AUTHORITY

1:30 – 3:00 p.m.

BREAKOUT SESSION OPTIONS

How to Influence Peak Performance Management

Frances Trant, Koff & Associates

In this age of social media influencers, it has always been clear that the art of influence is key to Peak Performance Management. The goal of a Performance Optimization Program is to create a workplace that focuses on employee development and sustaining a culture where year-round feedback is welcomed and not perceived as a threat. Performance optimization doesn't need to be a one-size-fits-all approach, in fact it can look different for every agency or even departments within organizations. In this session, you will learn how to overcome your own obstacles to become a Performance Optimization Influencer. You will walk away with strategies on how to overcome the fears in delivering and receiving feedback and establish a welcoming culture of continuous communication that inspires peak performance.

Cultivating a Workplace Culture of Respect in a Polarized Society

Michael Willihnganz, Placer County Water Agency

The divisiveness which permeates our country today has not surprisingly, been accompanied by a deterioration of civility, common courtesy and respect within society. This should be concerning to the leadership in special districts. Without a strong, positive workplace culture of respect, our special districts run the risk of becoming just as polarized as society at large. A divided workplace, in which disrespectful behaviors are ignored or tolerated, is unacceptable. This presentation will define the concept of workplace culture and will discuss the eight interconnected elements that work in concert to create and sustain a positive workplace culture.

A Leader's Guide to Building & Keeping Trust with Your Board

Brent Ives, BHI Consulting

This session discusses the variety conditions where distrust between the board, board members and/or general manager may occur. The session allows for situational discussion and both proactive and situational remedies.

3:00 – 3:30 p.m.

Break and Networking with Exhibitors

3:30 – 5:00 p.m.

BREAKOUT SESSION OPTIONS

Four Steps to Successful Succession Planning

Nancy Hetrick and Christine Butterfield, Management Partners

Between retiring Boomers and job-hopping Millennials, it can be a challenge to keep a local government fully staffed these days. That makes succession planning more important than ever, to ensure that your organization is prepared for change.

How To Lead Just About Any Internal Project – Successfully

Maria Lara, Streamline

If you have a hard time getting buy-in for projects you want to tackle at your district, this talk will help! Whether it's cranky board members, reluctant staff, or members of the public that are getting in the way of tackling and completing your dream project, the tricks we've learned from our robust, inclusive "discovery" process can help you lead conversations that will get everyone on board and pulling in the same direction.

Trends in Municipal Financing: What Special Districts Should Know

Jeff Land, Brandis Tallman; Julio Morales, Urban Futures, Inc.;

Bill Morton, Municipal Finance Corporation

From pension obligation bonds to energy efficiency financing to short-term bridge loans, special districts have more financing options to meet their specific needs. In this session, consultants from CSDA Finance Corporation are joined by a pension funding expert to discuss the latest in financing trends, changes in the market, and what it means to your district.

5:15 - 6:45 p.m.

FOOD & WINE EXPERIENCE RECEPTION

Join your fellow attendees and exhibitors for more networking while enjoying food, wine, and beer sampling.



NETWORK WITH PEERS



TUESDAY

Training & Networking Opportunities

Tuesday, June 29, 2021

8:30 – 9:00 a.m.

Continental Breakfast with Exhibitors



9:00 - 10:30 a.m.

GENERAL SESSION KEYNOTE

Master Your World: 10 Leadership Strategies to Improve Productivity and Communication

Dr. Mary Kelly, Best-selling author



Sponsored by Special District Leadership Foundation (SDLF)

We hear the word leadership a lot around the office. But, do we understand what it means to be a leader – regardless of our job title or our place on the ladder? Leadership isn't just a plan for the supervisors and CEOs. Leadership is a set of principles that affects every employee, every team member, and every consumer. Leadership is what differentiates the ordinary from the amazing.

Would you like to know if your employees are searching LinkedIn for their next job? Or, if your boss has your back at the board meeting? Dr. Mary Kelly has some surprising insight into these questions as she guides you through a session that is a true investment in yourself and your career.

- Understand how leadership creates a productive and constructive team
- Learn how loyalty and relationships affect your bottom line
- Realize what most employees say they are not getting from their supervisors and leaders that causes them to leave
- Create a culture of dynamic communication

10:30 – 11:00 a.m.

Break and Networking with Exhibitors

11:00 a.m. – 12:15 p.m.

BREAKOUT SESSION OPTIONS

Social Media and the 1st Amendment

Margaret Rosequist, Meyers Nave

Elected officials and government entities are becoming more accessible and connected to constituents through social media. Key questions the session will address include:

- May government entities and elected officials block or regulate public participation on their social media accounts?
- May elected officials unfriend, deny or not respond to friend requests?
- May people be blocked, muted or unfollowed on Twitter?
- How should policies be drafted and enforced regarding the public's use of these social media accounts?

GM Performance Evaluations and Contracts

Shelline Bennett, Liebert Cassidy Whitmore;

Martin Rauch, Rauch Communications

Every board has a responsibility to evaluate their manager effectively, and every manager should insist on a quality process that identifies good performance and problem areas, as well as opportunities for feedback. This session outlines a proven process that gives each board member and the manager an opportunity to hear from each other. It will cover emerging trends in performance evaluations and topics, including how to: incorporate both subjective and objective metrics; recognize what is legally sound when looking at manager contracts; provide an opportunity for the manager to lay out his or her accomplishments for the past year; ensure there is policy level direction to clarify the managers goals for the coming year, and more.

Authentic Public Engagement: Strategies & Tools for Managers

Institute for Local Government; Adam Probolsky, Probolsky Research;

Ryder Todd Smith, Tripepi Smith

Communications is a critical element of ever public agencies operations. Effectively connecting with the communities we serve, understanding their concerns, educating them on the roll of your agency or limits on budgets are critical to fulfilling our public service missions. Social media and general digital communications have only complicated the picture, raised expectations from our constituents and complicated our channels for communicating. This presentation will focus on how our residents are acquiring information, discuss their trust in societal institutions, and identify tools and methods used by public agencies to be more effective communicators with their constituencies.

“**A well-organized conference with excellent keynote speakers combined with engaging and relevant breakout sessions focused on general managers wrapped with a beautiful location...**”

JEFFERY KINGSTON, GENERAL MANAGER, SAUSALITO-MARIN CITY SANITARY DISTRICT



12:30 – 2:30 p.m.

2021 and Beyond: Economic and Legislative Outlook

Lunch included

Dr. Christopher Thornberg, Beacon Economics

During this extended closing lunch, you'll hear from two experts about what the future might hold for you and your district.

Dr. Christopher Thornberg of Beacon Economics, an expert in economic and

revenue forecasting, regional economics, economic policy, and labor and real estate markets, will present on the 2021 economic forecast. Dr. Thornberg has consulted for private industry, cities, counties, and public agencies. He became nationally known for forecasting the subprime mortgage market crash that began in 2007 and was one of the few economists on record to predict the global economic recession that followed.

Advocacy and Public Affairs Issues

Kyle Packham, CSDA

This presentation will be a mid-year, executive-level update on the most significant advocacy and public affairs issues facing special districts in and around the State Capitol. Learn about the challenges facing special districts, including the opportunities ahead and the threats lurking from behind.

2:30 p.m.

Event Adjourns

“*I left the Summit with a number of useful tools and practices that I can easily apply both personally and professionally. I used three before my first day back in the office!*”

MONYA JAMESON,

NORTH OF THE RIVER RECREATION & PARK DISTRICT

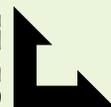
THE GENERAL MANAGER LEADERSHIP SUMMIT QUALIFIES FOR 25 HOURS OF CONTINUING EDUCATION TOWARD CSDM.



GENERAL MANAGERS AND OTHER MANAGEMENT STAFF

BECOME A CERTIFIED SPECIAL DISTRICT MANAGER

SDLF



SPECIAL DISTRICT LEADERSHIP FOUNDATION

Certified Special District Manager (CSDM) is a voluntary designation sought by individuals who strive to be the best in their field. Administrators with various academic and professional backgrounds can be candidates for the program.

The certification examination and study guide were developed through the participation of over 100 volunteer subject matter experts who know about special district management. Guided by the SDLF Board, Certification and Audit Advisory Committee, and under direction by a professional examination development firm, this certification gives successful candidates recognition unmatched by any other program.

The two-hour exam covers all key aspects of special district management including governance, legal requirements, policy development, ethics in public service, strategic planning, public finance, and more.

To find out the requirements for taking the CSDM examination visit sdlf.org or call 916-231-2939.



SIGN UP

Don't wait,
register today!

Lake Tahoe, CA

Three Ways to Register

- **ONLINE** by visiting the General Manager Leadership Summit at gmsummit.csdanet.net.
- **FAX:** 916-520-2465, all faxed registration forms must include credit card payment.
- **MAIL:** CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814. Include registration form and payment. Check should be made payable to: California Special Districts Association.

Name:		Title:	
District:			
Address:			
City:		State:	Zip:
Phone:		Email:	
<input type="checkbox"/> CSDA Member <input type="checkbox"/> Non-member			
Emergency Contact - Name & Phone:			
SUMMIT REGISTRATION FEES			
EARLY BIRD PRICE (ON OR BEFORE MAY 28)		REGULAR PRICE (AFTER MAY 28)	
<input type="checkbox"/> CSDA Member	\$625	<input type="checkbox"/> CSDA Member	\$675
<input type="checkbox"/> Non-member	\$940	<input type="checkbox"/> Non-member	\$1015
<input type="checkbox"/> Guest of a CSDA Member	\$200	<input type="checkbox"/> Guest of a CSDA Member	\$225
<input type="checkbox"/> Guest of a Non-member	\$300	<input type="checkbox"/> Guest of a Non-member	\$340
PRE-CONFERENCE REGISTRATION FEES			
MEMBER PRICING		NON_MEMBER PRICING	
<input type="checkbox"/> So You Want to Be a GM? Workshop	\$100	<input type="checkbox"/> So You Want to Be a GM? Workshop	\$100
<input type="checkbox"/> Strategic Conversations Workshop	\$225	<input type="checkbox"/> Strategic Conversations Workshop	\$340
		\$	
PAYMENT			
<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express			
Acct. Name:		Acct. Number:	
Expiration Date:		Authorized Signature:	
SPECIAL NEEDS - INCLUDING DIETARY			
<input type="checkbox"/> Vegetarian <input type="checkbox"/> Other:			
<small>Cancellations/Substitution Policy: Cancellations must be in writing and received by CSDA no later than June 12, 2021. All cancellations received by this date will be refunded less a \$75 processing fee. There will be no refunds for cancellations made after June 12, 2021. Substitutions are acceptable and must be done in writing no later June 12, 2021. Please submit any cancellation notice or substitution request to meganh@csda.net or fax to 916-520-2465. Our Anti-Discrimination and Harassment Policy can be found under "CSDA Transparency" at www.csdanet.net/about-csda/who-we-are.</small>			



This was my first time attending CSDA's Leadership Summit and it was awesome. Between the keynote speakers, breakout sessions, and overall learning and networking opportunities, this is a must-attend for any general manager."



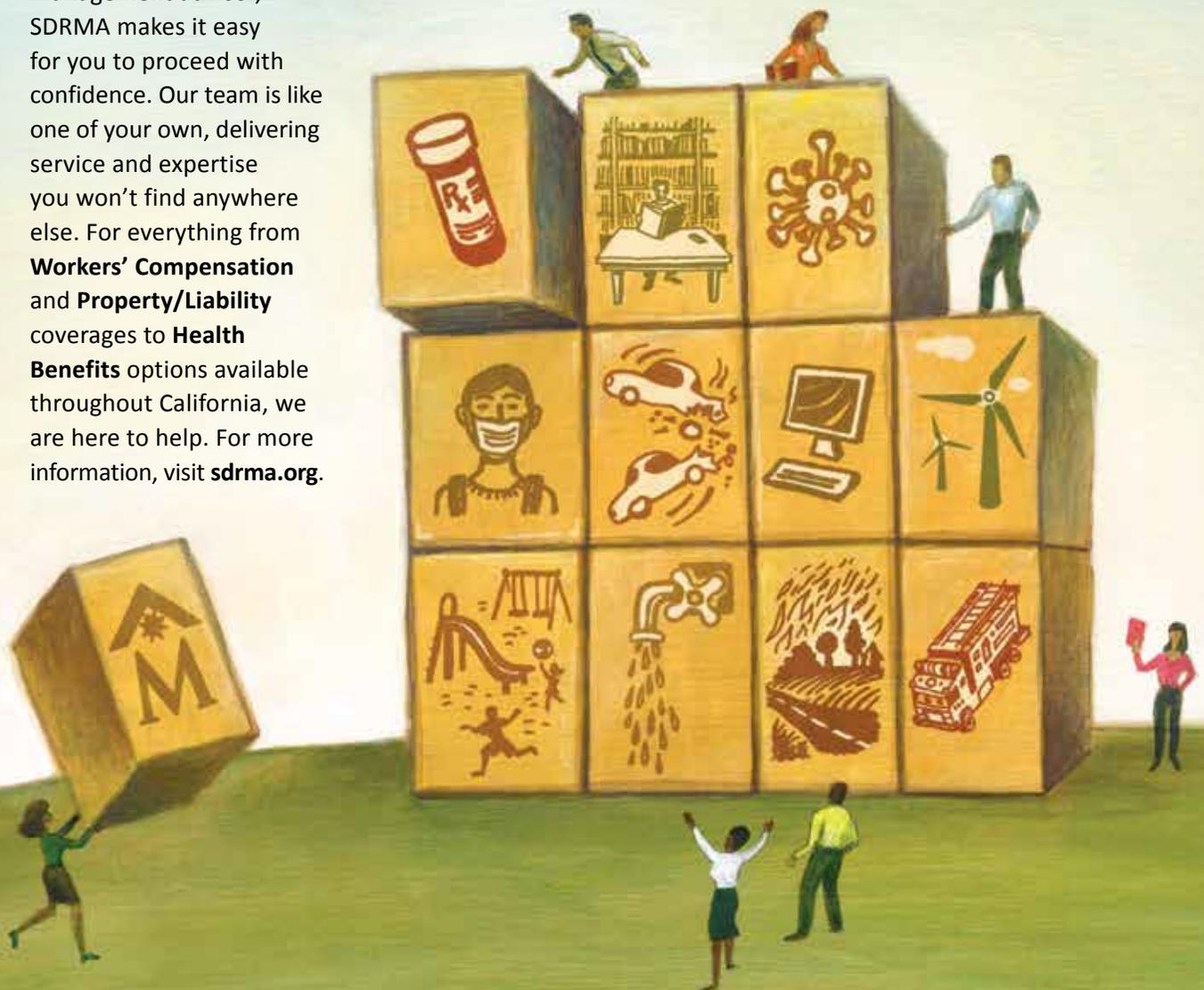
CURTIS JORRITSMA, HILMAR COUNTY WATER DISTRICT



SPECIAL DISTRICT RISK MANAGEMENT AUTHORITY

Risk Management Built to Last

As a trusted risk management advisor, SDRMA makes it easy for you to proceed with confidence. Our team is like one of your own, delivering service and expertise you won't find anywhere else. For everything from **Workers' Compensation** and **Property/Liability** coverages to **Health Benefits** options available throughout California, we are here to help. For more information, visit sdrma.org.





California Special Districts Association
1112 I Street, Suite 200
Sacramento, CA 95814

A proud California Special Districts Alliance partner.

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CSDA's 2021
**GENERAL
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Resort at Squaw Creek
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