



Municipal Management Association  
of Northern California

## What is MMANC?

- MMANC (Municipal Management Association of Northern California) is a membership organization of local government management professionals and aspiring leaders. MMANC's nearly 500 members across Northern California include, but are not limited to, management analysts, department heads, managers and assistant/deputy managers of cities, counties, and special districts.
- The Mission of MMANC is to provide opportunities for professional growth, training, idea sharing, and leadership for managers in the public sector.



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## MMANC Annual Conference "LEADING THE WAY THROUGH CHANGE" October 28 - 30, 2009

### What is the MMANC Annual Conference?

- The MMANC Annual Conference is MMANC's signature event and is considered the premier training conference in Northern California for mid-level professional staff to become the managers of today and tomorrow.
- The Conference is tied to the International City/County Management Association's (ICMA) "Preparing the Next Generation" (PNG) efforts and to ICMA practices for effective local government management. The conference is co-sponsored by these organizations.
- The Conference is a fast paced, skill intensive, dynamic educational program of interactive workshops, keynote speakers, and educational sessions with information attendees can immediately use in their current role in their organization and apply to their professional development plans.

### What are the benefits of attending the MMANC Annual Conference?

Past attendees enthusiastically report that they return from the conference with new ideas on organizational leadership, defined personal professional awareness, new energy to tackle current challenges, and that they are prepared to move beyond their leadership boundaries to take on new responsibilities within their current role and skills for future leadership roles.

### Leading the Way Through Change

- The theme for the 2009 Annual Conference is "Leading the Way Through Change" and will provide a series of educational tracks on topics including the future of local government, municipal finance, communications, succession planning, organizational development, and use of technology.
- Keynote speakers include:
  - o Michael Coleman  
[www.californiacityfinance.com](http://www.californiacityfinance.com)
  - o Bob O'Neil Executive Director – International City / County Management Association (ICMA)
  - o A panel to discuss the future of local government and the future of our profession .
- "Coffee with a Manager" breakfast features local government managers from across Northern California who will share insights and guidance with attendees.

**For more information and updates,  
please visit the MMANC web site at  
[www.mmanc.org](http://www.mmanc.org)**

### Conference Costs and Registration

Regular Conference Registration for MMANC Members is \$299 (Non members \$349)

Discounted Registration for multiple attendees from the same agency or early registration reduces costs to as low as \$224

Find more details including special rates at the Squaw Creek Resort and Register online at [www.mmanc.org](http://www.mmanc.org)



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## 2009 MMANC CONFERENCE EDUCATIONAL SESSIONS

### **The Budget Act: Learning to Juggle the Bottom Line**

New to the budget process or want a refresher on budget analysis basics? Don't miss this entertaining and enlightening session that takes the mystery out of government accounting and budget development.

### **Piloting Web 2.0**

Baffled by social networking/Web2? Do you really know what it is? Does it work? Learn about one city's effort to use the latest social technology to help people create connections and build community.

### **The Changing Face of External Communications**

As technology changes, so does the way the public receives information. Non-traditional methods are no longer the norm: free online newspapers and U-Tube are now the source for newsworthy stories. Hear from media experts about this change is impacting how local news is covered.

### **Building Relationships through the Labor Negotiation Process**

As budgets get smaller, employee bargaining gets harder. Discover constructive ways to build successful and collaborative relations during labor negotiation process.

### **Developing a Employee Skill Plan that Works**

Getting from good to great doesn't happen on its own. Learn how to develop a plan that focuses on staff development and establishes a path for employee success.

### **Managing Intercultural Teams**

Learn first hand from renown speaker, Dr. Rona Halualani, how to become culturally competent and acquire practical tools to reduce cross-cultural misunderstandings.

### **Civic Engagement: The Public as Partners, not Enemies**

Civic engagement is a critical leadership skill. Learn how it this skill can build partnerships through the toughest decisions.



Leading the way through change.

### **Survive and Succeed**

What does it really take to survive and succeed an interview? Learn from top executive recruiters the do's and don'ts of the recruitment and interview process.

### **Moving Forward...Differently**

Participate in an interactive session exploring new ways of doing business to address the impacts of the current recession.

### **Extreme Hiring Makeover**

Learn how to reengineer your hiring practices through social networking and other innovative recruitment techniques to attract the best and the brightest!

### **Anticipating the Sustainability Tsunami**

Cities continue to struggle to keep up with the momentum of green change. Find out how municipalities can weather the storm and get in front of the wave of sustainability initiatives.

### **Develop your Future Talent NOW (and how San Jose is doing it on a dime!)**

Jurisdictions create long-term plans for their physical assets, why not for human assets, too? Learn what the City of San Jose is doing (for next to nothing) to build up their workforce with limited funds.

## KEYNOTE SPEAKERS:

Michael Coleman, California City Finance

Bob O'Neil, Executive Director of the International City/County Management Association (ICMA)

John Laird, Former California State Assembly Member