

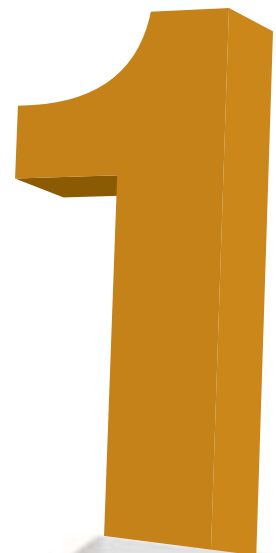


LEADING THROUGH UNCERTAINTY  
NAVIGATING THE NEW NORMAL

# TOP TEN REASONS

TO ATTEND THE MMANC ANNUAL CONFERENCE

OCTOBER 15 - 17, 2010



LEADING THROUGH UNCERTAINTY  
NAVIGATING THE NEW NORMAL



Municipal Management Association  
of Northern California

TOP  
TEN  
REASONS

## REASON NUMBER 1: It's worth every penny.

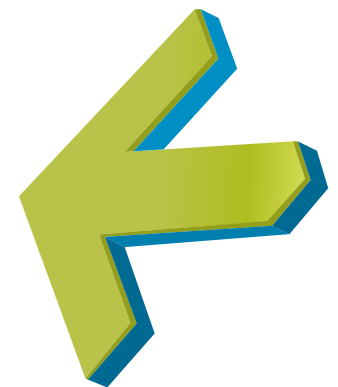
You may never have another opportunity quite like this one. Two days packed with networking, coaching, and information sharing, followed by three days of hearing fresh new ideas and meeting local government officials from all over the world. What are you waiting for? Invest in your future - [register today](#) for the MMANC and ICMA Annual Conferences.

*You'll be glad you did.*

**Registration ends October 1, 2010.**

### Did You Know...

Did you know that ICMA is offering discounted registration to West Coast members who are first-time Conference attendees and members who recently joined ICMA? First-time attendees from the West Coast receive a \$200 discount, and members of 3 years or fewer can receive an additional \$300 discount. ICMA is offering discounted membership of \$150 for the first year, so that you can take advantage of these great discounts.



We've given you ten good reasons to attend the MMANC Annual Conference – the rest is up to you!  
**Registration ends October 8, 2010.**



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