

About the William “King” Cole Series

This nationally respected educational program—named posthumously in honor of William “King” Cole, a respected friend to TCMA and former Texas city manager—focuses on knowledge, commitment, and ethics in the spirit of “King.”

Session I of the William “King” Cole Series introduces the fundamentals of city management—the basic, core duties and responsibilities of today’s city management professional—and Session II continues to build on this foundation by presenting different educational modules to complement what was learned previously. Both sessions feature comprehensive discussion, top-notch instruction, and ample networking opportunities.

Please note that these two sessions are independent of each other. Although most people attend both sessions, attendance at Session I is not a prerequisite for attending Session II.

TEXAS CITY MANAGEMENT ASSOCIATION William “King” Cole Series—Session I—Basics January 27-28, 2011 Texas Municipal Center – First Floor Conference Room 1821 Rutherford Lane – Austin

THIS SESSION IS LIMITED TO THE FIRST 75 PAID REGISTRANTS!

Agenda

Thursday, January 27, 2011

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| 8:00 – 10:30 a.m. | Registration and Continental Breakfast |
| 8:30 – 8:45 a.m. | Welcome
TCMA President Bill Keffler , City Manager, City of Richardson |
| 8:45 – 9:15 a.m. | Making the Connection
<i>Addressing networking opportunities that are key elements to the city management profession.</i>
Moderator: David Harris , Assistant City Manager, City of Schertz |
| 9:15 – 10:15 a.m. | How Did We Get Here? A History of the City Management Profession
<i>This session will discuss how the council-manager form of government evolved in the State of Texas.</i>
Speaker: Terrell Blodgett , Mike Hogg Professor Emeritus in Urban Management, LBJ School of Public Affairs, The University of Texas at Austin |
| 10:15 – 10:30 a.m. | Break |
| 10:30 a.m. – Noon | Basic Duties of a City Manager
Addresses ICMA Practices Groups 3 (Functional and Operational Expertise and Planning), 5 (Quality Assurance), 6 (Initiative, Risk Taking, Vision, Creativity, and Innovation), and 10 (Budgeting)
<i>What does a day in the life of a city manager look like? In a nutshell, what are the essential responsibilities of a city manager?</i>
Speakers: TCMA President Bill Keffler , City Manager, City of Richardson; and Brenda Eivens , City Manager, City of Cedar Park |
| Noon – 1:00 p.m. | Luncheon |



1:15 – 2:30 p.m.

The Ethical Realities of Public Service

Addresses ICMA Practices Groups 5 (Quality Assurance) and 6 (Initiative, Risk Taking, Vision, Creativity, and Innovation)

What are the basic concepts of public sector ethics? What practical, specific procedures can you establish to help make ethics an integral part of your personal and organizational life?

Speakers: **Nick Finan**, Executive Director of Management Services, City of Texas City; and **Karen Daly**, Assistant City Manager, City of Sugar Land

2:30 – 2:45 p.m.

Break

2:45 – 4:00 p.m.

The Fundamentals of Budgeting and Finance

Addresses ICMA Practices Groups 3 (Functional and Operational Expertise and Planning) and 10 (Budgeting)

How do you develop a fiscally-sound budget for your city? What policies and procedures can you adopt to help you maintain the stability of your organization's finances?

Speakers: **Josh Selleck**, Director of Finance, City of Cedar Park; and **David Harris**, Assistant City Manager, City of Schertz

4:00 – 5:00 p.m.

Roundtable Discussions with Area City Managers

Moderator: **Bert Lumberras**, Assistant City Manager, City of Austin

Friday, January 28, 2011

8:00 – 8:30 a.m.

Continental Breakfast

8:30 – 10:00 a.m.

Council/Manager/Staff Relations

Addresses ICMA Practices Groups 5 (Quality Assurance) and 6 (Initiative, Risk Taking, Vision, Creativity, and Innovation)

How do city management professionals establish and maintain successful relationships and work effectively with the city council and city staff?

Speakers: **Don Taylor**, City Manager, City of Schertz; and **Brad Stafford**, City Manager, City of Navasota

10:00 – 10:15 a.m.

Break

10:15 – 11:45 a.m.

Municipal Law 101

Addresses ICMA Practices Groups 3 (Functional and Operational Expertise and Planning) and 12 (Human Resources Management)

With which basic municipal laws must you be familiar? Statutes covering such issues as open government, ethics, employment, and purchasing will be discussed.

Speakers: TML Legal Staff

11:45 a.m. – Noon

Questions and Answers

Noon

Adjourn

TEXAS CITY MANAGEMENT ASSOCIATION
William “King” Cole Series—Session II—Advanced
March 24-25, 2011
South Shore Harbour, League City

Agenda

Thursday, March 24, 2011



7:30 – 8:00 a.m.

Registration and Continental Breakfast

8:00 – 8:15 a.m.

Welcome

Toni Randall, Mayor; and **Marcus Johns**, City Manager, City of League City

8:15 – 8:45 a.m.

Making the Connection

This session will discuss collaboration and networking opportunities that are key elements to the city management profession.

Moderator: Marcus Johns, City Manager, City of League City

8:45 – 10:00 a.m.

Leadership

Addresses ICMA Practices Groups 1 (Staff Effectiveness), 2 (Policy Facilitation), 5 (Quality Assurance), 6 (Initiative, Risk Taking, Vision, Creativity, and Innovation), 8 (Democratic Advocacy and Citizen Participation), 14 (Advocacy and Interpersonal Communication), 17 (Integrity), and Ethics

What skills are necessary for you to be an effective and respected leader of your staff, advisor to your city council, and servant to your citizens? How can you inspire and motivate those you lead and serve?

Speakers: Chuck Pinto, City Manager, City of Seabrook; and **James Thurmond**, Professor, University of Houston

10:00 – 10:15 a.m.

Break

10:15 – 11:45 a.m.

Communicating Effectively Both Internally and Externally

Addresses ICMA Practices Groups 8 (Democratic Advocacy and Citizen Participation), 14 (Advocacy and Interpersonal Communication), and 16 (Media Relations)

Everyone agrees that it is essential for city officials to develop good communication skills to deliver the city's message. But what specifically are those skills, and how do you go about developing them?

Speakers: Joni Clarke, City Manager; and **Tim Howell**, Information Services Director, Town of South Padre Island

11:45 a.m. – 1:00 p.m.

Luncheon

1:00 – 2:15 p.m.

Balanced Lifestyles: Managing Expectations

Addresses ICMA Practices Groups 1 (Staff Effectiveness), 17 (Integrity), and 18 (Personal Development)

In a profession where there is no such thing as a nine-to-five, Monday-through-Friday schedule, how do you balance all the aspects of your life that need attention— professional, family, social, and personal?

Speakers: Don Taylor, City Manager, City of Schertz; and **Don Taylor**, Director of Counseling, Pastoral Care, and Spiritual Renewal, City of Refuge Church

2:15 – 2:30 p.m.

Break

2:30 – 4:00 p.m.

Economic Development and Growth Issues

Addresses ICMA Practices Groups 3 (Functional and Operational Expertise and Planning), 4 (Citizen Service), and 5 (Quality Assurance)

Speaker: **Dave Quinn**, Director of Economic Development, City of Levelland

4:00 – 6:00 p.m.

Networking social with area city managers

Friday, March 25, 2011

8:00 – 8:30 a.m.

Continental Breakfast

8:30 – 10:00 a.m.

Human Resources and City Management

Addresses ICMA Practices Groups 3 (Functional and Operational Expertise and Planning), 4 (Citizen Service), 5 (Quality Assurance), and 12 (Human Resources Management)

This session explores the purpose and role of human resources and demonstrates how an effective human resources department assists city management in proactively addressing issues relative to talent acquisition and retention, employee relations management, training/development, and workplace conflict—all of which are facilitated through two-way communication.

Speakers: **Bernie Satterwhite**, City Manager, City of Bellaire; and **Susan Bickley**, Attorney, Abrams Scott & Bickley, L.L.P.

10:00 – 10:15 a.m.

Break

10:15 – 11:45 a.m.

New City Managers' Experiences: Be Careful What You Wish for...

Addresses ICMA Practices Groups 3 (Functional and Operational Expertise and Planning), 4 (Citizen Service), and 5 (Quality Assurance)

Newly appointed city managers discuss their experiences as "new kids on the block" and describe what they wished they would have known before their appointment.

Speakers: **Charmelle Garrett**, Deputy City Manager, City of Victoria; and **Christal Kliewer**, Assistant City Manager, City of Tomball

11:45 a.m. – Noon

Questions and Answers

Noon

Adjourn

General Information

REMINDER: SESSION I IS LIMITED TO THE FIRST 75 PAID REGISTRANTS!
Register online and save \$25 off ALL the prices below!

Registration and Fees

Session I: Register by 5:00 p.m. (CST) on **Friday, January 14**, and receive the **discounted early registration fee of \$250**. You will save \$50 off the standard registration fee! For registrations received at TML after 5:00 p.m. (CST) on **January 14**, the registration fee is **\$300**.

Session II: Register by 5:00 p.m. (CST) on **Friday, March 11**, and receive the **discounted early registration fee of \$250**. You will save \$50 off the standard registration fee! For registrations received at TML after 5:00 p.m. (CST) on **March 11**, the registration fee is **\$300**.

SPECIAL NOTE!

If you register for BOTH sessions by January 14, 2011, the total fee is only \$395!

The registration fee includes your tuition, course materials, continental breakfast on Thursday and Friday, luncheon on Thursday, and daily refreshments.

Cancellation and Substitution Policy

If you are registered and cannot attend, we encourage you to send a substitute. If you cannot send a substitute, a \$45 cancellation fee will be assessed if written cancellation is received by 5:00 p.m. (CST) on **January 14 if you registered for Session I or March 11 if you registered for Session II. No refunds will be honored after January 14 or March 11, respectively.**

Hotel Accommodations

Session I:

Courtyard Austin-University Area – 2.6 miles to the Texas Municipal Center. The Courtyard Austin-University Area, located at 5660 N IH 35, is offering a room rate of \$95, which includes a complimentary breakfast buffet, onsite parking, and wireless Internet. To receive this rate, call 512-458-2340 and mention the Texas Municipal League.

DoubleTree North Hotel – 2.32 miles to the Texas Municipal Center. The DoubleTree North Hotel, located at 6505 North IH 35, is offering a room rate of \$119 single/double with a complimentary breakfast buffet, parking, and high-speed Internet. To receive this rate, call 512-454-3737 and mention the Texas Municipal League corporate account number 0560030697.

Holiday Inn Austin Midtown – 2.47 miles to the Texas Municipal Center. The Holiday Inn Austin Midtown, located at 6000 Middle Fiskville Road, is offering a room rate of \$85 (single occupancy) and \$95 (double occupancy), which includes a complimentary breakfast, parking, and high-speed Internet. To receive this rate, call 512-451-5757 and ask for the TML rate.

Holiday Inn Express – 3.21 miles to the Texas Municipal Center. The Holiday Inn Express, located at 8500 North IH 35, is offering a room rate of \$92, which includes a complimentary breakfast. To receive this rate, call 512-821-0707 and mention the Texas Municipal League.

Hyatt Place Austin-North Central – 1.72 miles to the Texas Municipal Center. The Hyatt Place Austin-North Central, located at 7522 North IH 35, is offering a room rate of \$119, including a continental breakfast, free Wi-Fi, and parking. The Gallery Cafe offers entrees, snacks, and drinks available for purchase 24 hours a day. You can make reservations online at www.AustinNorthCentral.place.hyatt.com using the group/corporate code CR33233, or call 888-492-8847 or 512-323-2121 and mention the Texas Municipal League.

La Quinta – 1.65 miles to the Texas Municipal Center. La Quinta, located at 7622 North IH 35, is offering the Texas State Rate, which also includes breakfast and free high-speed Internet. To receive this rate, call 866-468-3946 and ask for the Texas State Rate. You can also make reservations online at www.lq.com/txstat.

Session II: South Shore Harbour Resort, located at 2500 South Shore Boulevard in League City, is offering a \$105 rate for single and double. Call 281-334-1000 and make reservations under the name Texas City Management Association, William "King" Cole. **For this rate and room availability to be honored, reservations must be made by March 2.** Complimentary main level and underground self-parking are available.

Dress Code

The dress code for all workshop functions is business casual. Please remember that meeting room temperatures vary and plan accordingly.

Car Rentals (two choices)

AVIS discounts are available by making reservations online at www.avis.com or by phone at 800-331-1600. The Avis World Wide Discount (AWD) Number is J867208. **Enterprise** Corporate Class discounts are available at www.enterprise.com, or by calling 800-736-8222. Your Corporate Class number is Y21222 and can be accessed by entering the association acronym, TEX, at the Corporate Reservation section of the Web site.

Special Accommodations

Please let us know on the registration form if you need special accommodations of any kind. **WE WANT TO HELP!** In order to respond to any special requests, we would appreciate as much advance notice as possible. Thank you.

Questions

Please contact us at 512-231-7400 or wkcole@tml.org if you have any questions. We're here to help.

Registration

(You may copy this form as needed.)

Two ways to register: Your registration will not be processed until payment is received.

1. Register online with credit card payment at www.tml.org (click on "Training").
2. Mail this form and your payment to:
TML Administrative Services
1821 Rutherford Lane, Suite 400
Austin, TX 78754-5128

Please Type or Print Below.

Your badge(s) and confirmation(s) will be mailed to you in advance.
If an e-mail address is provided, you will also receive confirmation(s) by e-mail.

Full Name: _____ Badge Name: _____

Title: _____

City/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____ E-Mail: _____

I require the following special accommodations: _____

SESSION I—BASICS: January 27-28, 2011
(Session I is limited to the first 75 paid registrants!)

SESSION II—ADVANCED: March 24-25, 2011

_____ \$250 if received by January 14, 2011

_____ \$250 if received by March 11, 2011

_____ \$300 if received after January 14, 2011

_____ \$300 if received after March 11, 2011

_____ \$395 if registering for BOTH sessions by January 14, 2011

TOTAL PAYMENT _____

William "King" Cole 2011

FOR TML OFFICE USE ONLY:

Business Check _____ \$ _____

Personal Check _____ \$ _____

Total \$ _____

Batch No. _____

Id # _____

