Who Should Attend?

- New city managers
- Assistant city managers
- Department heads
- College and university students
- Those who aspire to become a city manager
- YOU!

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.
REMINDER: SESSION I IS LIMITED TO THE FIRST 75 PAID REGISTRANTS!

Registration and Fees
The registration fee includes your tuition, course materials, luncheons on Thursday and Friday, and daily refreshments.

Session I: Register by 5:00 p.m. (CST) on Friday, January 16, and receive the discounted early registration fee of $225. You will save $50 off the standard registration fee! For registrations received at TML after 5:00 p.m. (CST) on January 16, the registration fee is $275.

Session II: Register by 5:00 p.m. (CST) on Friday, March 13, and receive the discounted early registration fee of $225. You will save $50 off the standard registration fee! For registrations received at TML after 5:00 p.m. (CST) on March 13, the registration fee is $275.

SPECIAL NOTE! If you register for BOTH sessions by January 16, 2009, the total fee is only $395!

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 16 if you registered for Session I or March 13 if you registered for Session II. No refunds will be honored after January 16 or March 13, respectively.

Hotel Accommodations

Session I: 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 $99, which includes a manager's reception (Tuesday-Wednesday), breakfast bar, and free wireless. 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, based upon availability, including a continental breakfast, free Wi-Fi, and parking. In the Gallery, meals are served 24 hours a day plus you have the option to purchase beer, wine, and Starbucks refreshments. Guest rooms include a section sofa in the living area and a work desk with Hyatt Plug Panel into the 42" flat panel HDTV. To receive this rate, call 888-HYATT-HP (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, has a room rate of $84 for one person, which includes a deluxe breakfast and a manager’s reception with food and beverage Monday-Thursday (5:30 – 7:00 p.m.). To receive this rate, call 512-467-1701 and mention the Texas Municipal League.

Radisson Hotel Austin North – 2.47 miles to the Texas Municipal Center
The Radisson Hotel Austin North, located at 6000 Middle Fiskville Road, is offering a room rate of $89 single, $99 double. To receive this rate, call 800-333-3333 and ask for the Texas Municipal League's local negotiable rate #30730.

Session II: Historic Menger Hotel, located at 204 Alamo Plaza in San Antonio, is offering a $129 rate for single and double. Call 800-345-9285 and make reservations under the name Texas Cty Management Association, William "King" Cole. For this rate and room availability to be honored, reservations must be made by March 6. Please note that parking is available for a fee, and valet parking is also 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 call us at 512-231-7400, or e-mail wkcole@tml.org, if you have any questions. We're here to help.
Registration Form

THREE WAYS TO REGISTER:
(Your registration will not be processed until payment is received.)

Register online with credit card payment at:
www.tml.org (click on "Conferences/Education")

Fax this form with credit card payment to:
512-231-7495

Mail this form with 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 29-30, 2009
(Session I is limited to the first 75 paid registrants!)

_______ $225 if received by January 16, 2009
_______ $275 if received after January 16, 2009

SESSION II—ADVANCED: March 26-27, 2009

_______ $225 if received by March 13, 2009
_______ $275 if received after March 13, 2009

_______ $395 if registering for BOTH sessions by January 16, 2009

TOTAL PAYMENT __________________

WILLIAM "KING" COLE 2009

CREDIT CARD PAYMENTS:

☐ MasterCard  ☐ Visa  ☐ Am Ex  ☐ Discover

Cardholder's Name (Please Print)____________________________________________________________________________

Acct#________________________________________________________________________________________________

Signature_____________________________________________________________________________________________

Exp. Date_____________________________________________________________________________________________

FOR TML OFFICE USE ONLY:

Business Check_________________________________________________    $____________________________
Personal Check_________________________________________________    $____________________________

Total $____________________________

Batch No.__________________________
Id#_______________________________
Registration and Continental Breakfast

Welcome
Speaker: Paul Parker, City Manager, Lufkin, and TCMA President

Making the Connection
Facilitator: Brad Gildea, Special Projects Coordinator, Schertz

How Did We Get Here? A History of the City Management Profession
Speaker: Terrell Blodgett, Mike Hogg Professor Emeritus in Urban Management, LBJ School of Public Affairs, The University of Texas at Austin

Break

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: James Fisher, City Manager, Murphy; Terry Roberts, City Manager, Brenham; and Bob Turner, City Manager, Tyler

Luncheon
Leadership
Speaker: Mark A. Ott, City Manager, Austin

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)
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?
Speakers: Paul Parker, City Manager, Lufkin, and TCMA President; and Ken Roberts, City Manager, Selma
2:45 – 3:00 p.m.  Break
3:00 – 4:00 p.m.  Basic Duties of a City Manager (continued)
4:00 – 5:00 p.m.  Roundtable Discussions with Area City Managers

Friday, January 30

8:00 – 8:30 a.m.  Continental Breakfast
8:30 – 10:45 a.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: Paul Parker, City Manager, Lufkin, and TCMA President; and Ken Roberts, City Manager, Selma

10:45 – 11:00 a.m.  Break
11:00 a.m. – Noon  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: Lou Fox, Assistant to the President, University of Incarnate Word, San Antonio; and Lambert Little, City Administrator, Hico

Noon – 12:30 p.m.  Luncheon
12:30 – 1:30 p.m.  Council/Manager/Staff Relations (continued)
1:30 – 1:45 p.m.  Break
1:45 – 4:00 p.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.
                   Speaker: Monty Akers, Attorney, Akers & Boulware-Wells, Austin

4:00 p.m.  Adjourn
Thursday, March 26

7:30 – 8:00 a.m.  Registration and Continental Breakfast

8:00 – 8:15 a.m.  Welcome

8:15 – 8:45 a.m.  Making the Connection  
Facilitator:  David Harris, Assistant City Manager, Schertz

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?

10:00 – 10:15 a.m.  Break

10:15 – 11:45 a.m.  Future Growth: Development Agreements, ETJ Challenges, and Planning and Zoning Issues  
Addresses ICMA Practices Group 3 (Functional and Operational Expertise and Planning)

Desired community development and smart growth come from careful planning and knowledge of methods currently employed to manage future projects. This session addresses strategies for working with developers, citizens, and stakeholders to achieve the best possible future growth for your city.

11:45 a.m. – 1:00 p.m.  Luncheon

1:00 – 2:15 p.m.  Managing City Council, City Staff, and Family 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?

2:15 – 2:30 p.m.  Break

2:30 – 4:00 p.m.  Economic Development  
Addresses ICMA Practices Groups 3 (Functional and Operational Expertise and Planning), 4 (Citizen Service), and 5 (Quality Assurance)
Friday, March 27

7:30 – 8:00 a.m.
Continental Breakfast

8:00 – 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.

10:00 – 10:15 a.m.
Break

10:15 a.m. – Noon
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 and describe what they wish they would have known before their appointment.
Speakers: Amy Buckert, City Manager, Olmos Park; and Jason Little, City Administrator, Melissa

Noon – 1:00 p.m.
Luncheon

1:00 – 3:00 p.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 get the city’s message out. But what specifically are those skills, and how do you go about developing them?
Speaker: Venus Wehle, Director of Economic Development and Community Relations, Forest Hill

3:00 p.m.
Adjourn