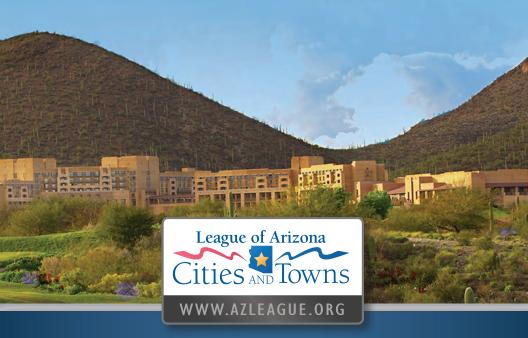
ANNUAL CONFERENCE

CITIES MEAN BUSINESS

JW MARRIOTT STARR PASS RESORT TUCSON, ARIZONA | AUG. 30 - SEPT. 2, 2011





Velcomes you to the 2011 League of Arizona Cities and Towns Conference!



- Ouilding infrastructure, public facilities and sports/recreation venues
 - Training the best of the best for careers in the pipe trades
 - Maintaining a second-to-none safety record
 - Serving the working families of Arizona



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General Information

Hosts for the 2011 Conference: City of Tucson

Bob Walkup, Mayor

Council:

Regina Romero, Ward One Paul Cunningham, Ward Two Karin Uhlich, Ward Three Shirley Scott, Ward Four Richard Fimbres, Ward Five Steve Kozachik, Ward Six

League Life Members

Carol S. Anderson, Kingman
Christopher J. Bavasi, Flagstaff
James L. Boles, Winslow
Douglas Coleman, Apache Junction
Boyd Dunn, Chandler
Stanley Gibson, Globe
Hugh N. Guinn, Casa Grande
Harry E. Mitchell, Tempe
Wayne C. Pomeroy, Mesa
George R. Renner, Glendale
Gary Scaramazzo, Page
Mark Schnepf, Queen Creek
Gerry Whipple, Show Low
Ben F. Williams, Jr., Douglas

League Executive Committee

President:

Robert Walkup, Mayor of Tucson

Vice President:

Doug Von Gausig, Mayor of Clarkdale

Treasurer:

Mark Mitchell, Councilmember of Tempe

Committee Members:

Marie Lopez Rogers, Mayor of Avondale Jay Tibshraeny, Mayor of Chandler Gilbert Lopez, Vice Mayor of Coolidge Byron Jackson, Mayor of Eloy Elaine M. Scruggs, Mayor of Glendale Fernando Shipley, Mayor of Globe John Salem, Mayor of Kingman Mark Nexsen, Mayor of Lake Havasu City Thomas L. Schoaf, Mayor of Litchfield Park Scott Smith, Mayor of Mesa Kenny Evans, Mayor of Payson Bob Barrett, Mayor of Peoria Claude Mattox, Councilmember of Phoenix Harvey Skoog, Mayor of Prescott Valley Lynne Skelton, Vice Mayor of Sahuarita W.J. "Jim" Lane, Mayor of Scottsdale Rob Adams, Mayor of Sedona Gerry Whipple, Councilmember of Show Low Bob Rivera, Mayor of Thatcher Alan Krieger, Mayor of Yuma

Conference Badges

You must wear your official conference badge to obtain entrance to all functions, including meals and social events.

The dress at the conference is business casual. This includes the receptions and dinners.

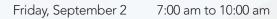
Registration Desk Location and Hours

The conference registration desk will be located in the Ballroom Foyer of the Marriott Starr Pass Resort. Registration desk times are below:

Tuesday, August 30 9:30 am to 7:00 pm

Wednesday, August 31 7:00 am to 6:00 pm

Thursday, September 1 7:00 am to 6:00 pm





ANNUAL CONFERENCE

Conference Sponsors

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Metropolitan Tucson Convention
and Visitors Bureau
Mountain States Employers Council
Periscope Holdings
PFM Asset Management LLC
RBC Capital Markets
SRP
TIAA-CREF
Total Transit, Inc.
Tucson Electric Power
W.C. Scoutten, Inc.

Tuesday's Agenda

Golf Tournament

8:00 a.m. at the Starr Pass Golf Club

Resolutions Committee Meeting

1:30 p.m. in Arizona Ballroom 7

National League of Cities Leadership Training Institute: Public Engagement: The Vital Leadership Skill

1:30 p.m. in Arizona Ballroom 5

Presenters:

Pete Peterson, Executive Director, Davenport Institute for Public Engagement and Civic Leadership-Pepperdine University, Malibu, CA

Ed Everett, Senior Fellow, Davenport Institute for Public Engagement and Civic Leadership-Pepperdine University, Malibu, CA

Note: There is a separate cost of \$55 to attend this session. This session is part of the National League of Cities Leadership Training Institute. The competency area is "Collaborator" and participants will receive 2 credits in the NLC Certificate of Achievement in Leadership Program.

Welcome Reception

6:00 p.m. in the Arizona Ballroom Foyer

The League extends a warm welcome to all Conference delegates and guests.

Note: Only light hors d'oeuvres and beverages will be available at the reception; dinner is on your own.

Wednesday's Agenda

Parade of Flags/Celebration of Cities and Towns Practice 7:30 a.m. in the Tucson Ballroom

Designated representatives who will walk down the aisle with their flag will meet in the Ballroom for parade practice. We strongly encourage all flag bearers to attend practice.

Youth Program

8:30 a.m. in Arizona Ballroom 1

The 6th Annual Youth Program will be held throughout Wednesday. For more information, see page 18.

Opening General Session

9:00 a.m. in the Tucson Ballroom

Presider: Bob Walkup, Mayor, Tucson

- Invocation
- Presentation of the Colors
- Parade of Flags/Celebration of Cities and Towns
- Welcome and President's Report
- Sponsor Recognition
- Update from the President of the National League of Cities (NLC)
 James E. Mitchell, Jr., Councilmember, Charlotte, North Carolina, President of NLC
- Keynote Address:

Cities Mean Business: The Economic Outlook for Cities and Towns in Arizona Marshall J. Vest, Director of the Economic and Business Research Center (EBR), University of Arizona's Eller College of Management

Lunch on Your Own

12:00 noon

Wednesday's Agenda

CONCURRENT SESSIONS - 2:00 P.M.

State of Public Works: Then & Now

This session is sponsored by the Arizona Public Works Association

Concurrent Session - 2:00 p.m. in Arizona Ballroom 12

Presider: Wylie Bearup, Street Transportation Director/City Engineer, Phoenix

Speakers: Chris Camacho, Executive Vice President of Business Development, GPEC

Jim Glock, Director of Transportation, Tucson Ron Lewis, General Services Director, Tucson Neil Mann, Water Services Acting Director, Phoenix

A panel of professionals from around the state of Arizona will discuss the impact of budget cuts to public works - a critical component of our community's public safety, quality of life, economy and competitiveness.

Partnering for Success: Urban Land Institute Experts Assisting Local Governments Towards Development Vitality

Concurrent Session - 2:00 p.m. in Tucson Ballroom J

Presider: Jay T. Schlum, Mayor, Fountain Hills

Speakers: Wayne Balmer, Planning Manager, Queen Creek

Stephen Cleveland, Town Manager, Buckeye

Jay T. Schlum, Mayor, Fountain Hills

Debra Z. Sydenham, AICP, Executive Director, ULI Arizona

The Urban Land Institute is a national leader in promoting best practices in development, land use and real estate. Locally, ULI Arizona works with Arizona communities to share insightful, practical concepts and techniques relating to difficult planning and development oriented issues. Recent Arizona Technical Advisory Panels have evaluated markets, analyzed downtown redevelopment and revitalization, recommended project phasing and detail critical path items. This conference panel will explore the lessons learned and opportunities identified through Technical Advisory Panels work in several communities including the Town of Fountain Hills, the Town of Queen Creek, and the Town of Buckeye.

concurrent sessions continued on next page

Civic Engagement in Arizona's Communities: Lessons from the Gallup Arizona Poll and The Arizona We Want Report

Concurrent Session - 2:00 p.m. in Tucson Ballroom F

Presider: John Salem, Mayor, Kingman

Speaker: Lattie F. Coor, President-Emeritus, Ernest W. McFarland Arizona

Heritage Chair in Leadership and Public Policy, Arizona State University, Chairman and CEO of the Center for the Future of Arizona

The Gallup Arizona Poll and The Arizona We Want report not only provided a clear picture of Arizona citizen views on major policy issues such as job creation, education, health care and the environment, but it also provided some revealing information about the state of Arizona's civic health. Augmented by a companion report entitled the 2010 Arizona Civic Health Index, this session will provide a detailed picture of citizen views about their elected officials and their communities, as well as a general discussion of Arizona's comparison with the rest of the nation on major civic health indicators.

The Council/Manager Partnership: Making Arizona's Cities and Towns Great

This session is sponsored by the Arizona City/County Management Association Concurrent Session - 2:00 p.m. in Tucson Ballroom E

Presider: John Kross, *Town Manager, Queen Creek* Speakers: Gilbert Davidson, *Town Manager, Marana*

Mike Letcher, City Manager, Tucson Al White, Councilmember, Flagstaff

The council-manager form of government provides the foundation for well-run communities and good governance in Arizona's cities and towns. The dynamic relationship between council members and city/town managers offers elected officials an important asset in creating effective and beneficial public policy. This session will provide council members with discussion and concrete examples of the resources and support city/town managers provide to assist councils in achieving their goals.

Fire on the Mountain: Two Arizona Communities Share Their Lessons Responding to Disaster

Concurrent Session - 2:00 p.m. in Tucson Ballroom D

Presider: Frederick William "Rick" Mueller, Mayor, Sierra Vista

Speakers: Bill Greenwood, Town Manager, Eagar

Kim Holaway, Mayor, Eagar

Mary Jacobs, Assistant City Manager, Sierra Vista Charles P. Potucek, City Manager, Sierra Vista

This session will feature two Arizona communities: Eagar and Sierra Vista, both of whom had to respond to large fires (Wallow and Monument Fires) this past summer. Representatives from these communities will share what they learned during their experience preparing for and responding to these two fire emergencies.

Wednesday's Agenda

CONCURRENT SESSIONS - 3:30 P.M.

The Future of Aviation in Arizona

This session is sponsored by the Arizona Airports Association Concurrent Session - 3:30 p.m. in Arizona Ballroom 12

Presider: Harvey Skoog, Mayor, Prescott Valley

Speakers: Casey Denny, Deputy Director, Phoenix-Mesa Gateway Airport Authority

Stacy Howard, Western Regional Representative, Aircraft Owner and Pilots Association

Jennifer Maples, Aviation Superintendent, Phoenix Sky Harbor Airport

Do you know how much aviation-related funding Arizona cities and towns have lost in the last few years due to policy changes? Did you know that the aviation industry contributes \$38.5 billion in economic impact to the state? Join this discussion regarding state legislation and national trends impacting aviation in our state. Come find out what policy changes are needed to support the vitally important economic engine of aviation in your community, what lawmakers can do to help aviation bring commerce and jobs into the state, and how you can engage in this process.

The Upside of a Down Economy: Economic Gardening

Concurrent Session - 3:30 p.m. in Tucson Ballroom J

Presider: Kimber Lanning, Executive Director, Local First Arizona Speakers: John Charley, Community Development Director, Bisbee

Kimber Lanning, Executive Director, Local First Arizona

Karin Uhlich, Councilmember, Tucson Terence Pratt, Councilmember, Cottonwood

Many recent studies have shown that all new job growth in the US is coming from new business start-ups, and small- and mid-sized business expansion. Focusing resources on existing community assets and businesses has been proven in many communities to be a brilliant economic development strategy. Dubbed "economic gardening," this concept incorporates a level playing field for large, national companies and small, local businesses to co-exist and build healthier and more sustainable local economies. We will explore what's working around the state, as well as discuss strategies to leverage small businesses to drive tourism.

New Technology and its Impact on Public Records and Public Meetings

Concurrent Session - 3:30 p.m. in Tucson Ballroom F

Presider: Gilbert Lopez, Vice Mayor, Coolidge

Speakers: Jerry Lucente-Kirkpatrick, Records Management Specialist, Arizona State

Library, Archives and Public Records

Kathryn Marquoit, Assistant Ombudsman for Public Access, Arizona

Ombudsman-Citizens' Aide Office

The advent of new technologies and social media platforms such as Facebook and Twitter have made complying with public records and open meeting laws a unique challenge for local elected officials. This session will explore those challenges as well as the opportunities inherent in these new platforms, and how they impact complying with open meeting and public records laws.

The Art of Innovation in Local Government

Concurrent Session - 3:30 p.m. in Tucson Ballroom E

Presider: Jim Lane, Mayor, Scottsdale

Speakers: Diana Bundschuh, Deputy Chief Information Technology Officer,

Chair of Innovate Team, Glendale

Karen Thoreson, President/COO, Alliance for Innovation

Our current economic challenges have made all cities and towns more innovative, forcing us to do more with less. This session will explore the opportunities inherent in these difficult times by examining traits of innovative organizations and showing how your city or town can incorporate these traits into its culture. In addition, Glendale will share its experience and lessons learned through its own city wide program called *Innovate*.

Youth: The Future of Our Communities

Concurrent Session - 3:30 p.m. in Tucson Ballroom D

Presider: Diane Joens, Mayor, Cottonwood

Speaker: Hezekiah Allen, Aquatics Supervisor, Cottonwood

Matt Leversee, *Program Manager, Fit Kids of Arizona* Members of the Cottonwood Youth Council

Representatives from the Cottonwood Youth Commission will share best practices and ideas to help ensure that your city or town youth program is beneficial and productive. In addition, a representative from Fit Kids of Arizona, an organization dedicated to reducing the health consequences of childhood obesity by promoting healthy lifestyles, will discuss the work they are doing with two Arizona cities.

Showcase of Cities and Towns

6:00 p.m. in the Arizona Ballroom

Thursday's Agenda

Spouse Program Breakfast

8:00 a.m. in San Xavier

Tour of San Xavier Mission Del Bac with Shopping at Old Town Artisans.

Please note: There is a separate charge for this event. More Information on the spouse program is available on page 19.

CONCURRENT SESSIONS - 8:00 A.M.

Fundamentals of Local Government: Ethics for Local Elected Officials

Concurrent Session - 8:00 a.m. in Tucson Ballroom J

Presider: Byron Jackson, Mayor, Eloy

Speaker: Bill Sims, Attorney, LaSota & Peters, PLC

This session will explore ethical issues that local elected officials face in office and how to ensure that you stay out of hot water when serving your cities and towns.

International Business Development: Arizona Cities Competing on a National and Global Scale

Concurrent Session - 8:00 a.m. in Tucson Ballroom F

Presider: Thomas Schoaf, Mayor, Litchfield Park

Speakers: Barry G. Broome, President and CEO, Greater Phoenix Economic Council

Bill Stafford, President, Trade Development Alliance of Greater Seattle

In today's economy, cities and towns are competing on a global scale. This session will explore what it takes to compete, not only nationally, but globally as well and what we are doing as cities and towns, and as a state to ensure we are not left behind.

Statewide Water Panel Discussion into the Next Century: An Update of the Water Resources Development Commission Efforts

Concurrent Session - 8:00 a.m. in Tucson Ballroom E

Presider: Sara Presler, Mayor, Flagstaff

Speakers: Sandy Fabritz-Whitney, Director, Arizona Department of Water Resources

Patrick Call, Chairman, Cochise County Board of Supervisors

Steve Olson, Executive Director, Arizona Municipal Water Users Association

Ron Doba, Executive Director, Northern Arizona Municipal Water Users Association

Ron Doba, Executive Director, Northern Arizona Municipal Water Users Association

Representative Tobin sponsored HB 2661 that created the Water Resources Development Commission with the purpose of assessing the state's current and future water needs with the final report due to the Governor by October 2011. The Commission was charged with quantifying for each county the water needs over the next 25, 50 and 100 years, the supplies potentially available to meet those needs and any legal, technical

and financial issues associated with the use of those water supplies and necessary infrastructure. The commission panel members assembled represent both the urban and rural parts of our state.

Budgeting for Outcomes: Identifying Top Priority Programs

This session is sponsored by the Government Finance Officers Association of Arizona Concurrent Session - 8:00 a.m. in Tucson Ballroom D

Presider: Mark Nexsen, Mayor, Lake Havasu City Speakers: Chris Brady, City Manager, Mesa

Lana Mook, Mayor, El Mirage

Jeff Tyne, Community Services Director, Peoria

In an era of economic uncertainty, Arizona communities increasingly are faced with difficult financial challenges. Facing flatter revenue growth, and upward cost pressures, governments are no longer able to support their programs based simply on prior year funding levels. In response to this new reality, jurisdictions across the country are adopting a "priority-driven" approach to budgeting. This session will offer perspectives on developing a common sense, strategic alternative to the old way of budgeting.

CONCURRENT SESSIONS - 10:00 A.M.

Fundamentals of Local Government: Open Meeting Law

Concurrent Session - 10:00 a.m. in Tucson Ballroom J

Presider: Kenny Evans, Mayor, Payson

Speaker: Bill Sims, Attorney, LaSota & Peters, PLC

This session will cover the basics of the Open Meeting Law and how it pertains to city and town officials.

Tri-City Council: How Three Communities Pooled Efforts to be an Effective Voice at the Regional and State Level

Concurrent Session - 10:00 a.m. in Tucson Ballroom E

Presider: Jack Hakim, Mayor, Bullhead City Speakers: Jack Hakim, Mayor, Bullhead City

> Jackie Walker, Inter-Governmental Officer, Kingman Charlie Cassens, City Manager, Lake Havasu City

Representatives from Bullhead City, Kingman, and Lake Havasu City, Arizona will describe the impetus behind the formation of the Tri-City Council, the nuts and bolts of how the council was formed, as well as review several of the regional and state issues that the council has worked together to make their voice heard at the regional and state levels.

concurrent sessions continued on next page

Thursday's Agenda

CONCURRENT SESSIONS continued - 10:00 A.M.

ASRS/PSPRS/EORP: Arizona's Pension System and Cities and Towns

Concurrent Session - 10:00 a.m. in Tucson Ballroom D

Presider: Marie Lopez Rogers, Mayor, Avondale

Speaker: Alan Maguire, President and Principal Economist, The Maguire Company

Arizona is not immune to the pension crisis sweeping the nation. This session will look at the results of recent legislation designed to strengthen the PSPRS, CORP, and EORP. In addition, the speaker will discuss a recent financial audit of the Public Safety Retirement System, including the resulting impact on our local budgets, and the legislative fixes needed to rebalance the system.

Community Engagement and Its Relationship to Economic Success

Concurrent Session - 10:00 a.m. in Tucson Ballroom F

Presider: Parrish Spisz, Mayor and Council Assistant, Goodyear

Speakers: Susan J. Daluddung, Ph.D., Deputy City Manager for Development and

Community Services, Peoria

Derek Neighbors, Co-Founder, Gangplank Lisa Urias, President, Urias Communications

Christine Whitney Sanchez, Partner, Innovation Partners International

This session will explore and discuss how to engage communities to get beyond "absent and angry" to create enthused and "attached communities" that are involved in building attractive environments that result in improved economic prosperity and enriched quality of life. The speakers will look at ways to engage community, discuss what makes emotional attachments for residents, and present the correlation between "attached communities" and prosperity.

Cloud Computing: Utilizing New Technology for Better Citizen Service Concurrent Session - 10:00 a.m. in Arizona Ballroom 12

Presider: John Kelly, Former Arizona State CIO and Principal at Triadvocates LLC Speakers: Ray Appel, Director of the America's Presales Business Critical and NonStop

Servers Solutions and Architecture Teams, Hewlett-Packard

Elwood Coslett, Director of Data Center and Cloud Engineering, Intel

Stan Freck, Director, Office of Civic Innovation, Microsoft

Government technology insiders are increasingly throwing around the term "cloud computing," assuming that people understand what it means. Is this just another overhyped technology fad? Or, is this a fundamental change in how government uses technology? This session will provide you with an executive-level understanding of not only what cloud computing is, but also tips, tricks and lessons learned from national technology leaders at Hewlett Packard, Intel and Microsoft. Panel members will also discuss what

other local governments have moved to the cloud and how your city or town may want to use "the cloud" to make a lasting impact in the delivery of municipal services.

Governor and Legislative Luncheon

12:00 noon in the Arizona Ballroom

Presider: Doug Von Gausig, Mayor, Clarkdale

Legislative Recognition:

The League will recognize and thank those legislators who supported local governance during the 2011 legislative session

Luncheon Keynote Speakers: Alan Bersin, Customs & Border Protection Commissioner, Border Czar

Jan Brewer, Governor, Arizona

CONCURRENT SESSIONS - 2:00 P.M.

Model City Tax Code and Tax Policy for Cities and Towns

Concurrent Session - 2:00 p.m. in Arizona Ballroom 12

Presider: Alan Krieger, Mayor, Yuma

Speakers: Tom Belshe, Deputy Director, League of Arizona Cities and Towns

Tom Johnson, Senior Tax Auditor, Peoria

Kevin McCarthy, Executive Director, Arizona Tax Research Association

As the end of the three-year run for the state's additional one cent sales tax draws near, it is time to consider the important issues surrounding transaction privilege tax policy. This session will include discussions about efforts to work with the business community on issues with the Model City Tax Code, internet taxation and possible expansion of the state's sales tax base.

State Agency Update: Arizona Department of Administration - ProcureAZ for Cities and Towns

Concurrent Session - 2:00 p.m. in Tucson Ballroom E

Presider: Fernando Shipley, Mayor, Globe

Speaker: Jean A. Clark, State Procurement Administrator, State of Arizona

Brian Utley, President and CEO of Periscope Holdings, Inc.

The session will provide information on the State of Arizona's eProcurement Solution; ProcureAZ that is available for use by local governments to streamline their processes as well as enhance productivity, cost savings, and transparency.

concurrent sessions continued on next page

Thursday's Agenda

Libraries: Changing Our Traditional Service to Our Citizens

Concurrent Session - 2:00 p.m. in Tucson Ballroom F

Presider: Harvey Skoog, Mayor, Prescott Valley
Speakers: Brenda Brown, Library Director, Chandler

Nancy Ledeboer, Library Director, Pima County Public Library

Victoria Yarborough, Library Director, Sierra Vista

Our libraries provide a vital service to our citizens. As technology and budgets continue to change, our libraries have had to adapt to the needs of our citizens. This session will explore how libraries have, and are, responding to technological and budgetary changes by adapting traditional services to meet the needs of our communities by providing service that is both responsive and relevant to the customer. These lessons of service adaptability can be readily applied to many other services that our cities and towns provide every day.

Efficient Communication and the Evolution of the Internet

Concurrent Session - 2:00 p.m. in Tucson Ballroom J

Presider: Bob Rivera, Mayor, Thatcher

Speaker: Jesse Manning, Vice President of Business Development, CivicPlus

In this presentation, representatives from the city and town web site development company CivicPlus will look at how trends in web design and functionality have changed over time, how citizen expectation demands more online services than ever, and how governments can best prepare themselves to catch up and keep ahead.

Arizona COG Directors

2:00 p.m. in Arizona Ballroom 2

Arizona City Attorneys Association

2:00 p.m. in Arizona Ballroom 5

Greater Arizona Mayors Association

2:00 p.m. in Arizona Ballroom 10

National League of Cities 2011 Host Committee Meeting

2:00 p.m. in San Xavier

Annual Business Meeting

4:00 p.m. in Tucson Ballroom D

Dinner, Service Awards & Entertainment

6:00 p.m. in Arizona Ballroom

Presider: Mark Mitchell, Councilmember, Tempe

Following dinner, entertainment will be provided by: Sergio Mendoza y La Orkesta w/ Salvador Duran

Friday's Agenda

Tourism in Arizona

All Friday Sessions will be dedicated to Tourism

Presider: Robert Walkup, Mayor, Tucson

Tourism's Importance to Arizona

9:00 a.m. in Arizona Ballroom 7

Speaker: Andy Tobin, Speaker of the House, District 1

The Business of Tourism: Economic Impact and Opportunities 9:10 a.m. in Arizona Ballroom 7

Speaker: Sherry Henry, Director, Arizona Office of Tourism

This session will give an overview of the economic impact of tourism on the State of Arizona. Sherry Henry, Director of the Arizona Office of Tourism, will present research on how the tourism industry remains a top economic driver for the state, as well as provide valuable insight as to how the marketing agency promotes the Great State of Arizona.

Tourism Marketing and Branding: Breaking Through the Clutter in Building a Competitive Edge

10:15 a.m. in Arizona Ballroom 7

Speaker: Mark Stanton, Deputy Director, Arizona Office of Tourism

This session will look at marketing solutions to promote tourism including advertising, digital and social media and public relations. From being stewards of Arizona's brand and determining target markets to developing effective advertising initiatives and integrating new media such as online, mobile apps and social media efforts, the Arizona Office of Tourism is leading the way in marketing Arizona as a vibrant traveler destination.

Tourism in our Communities: How Your Community Can Partner with the Arizona Office of Tourism and the Arizona Centennial Commission

11:00 a.m. in Arizona Ballroom 7

Speakers: Karen Churchard, Executive Director, Arizona Centennial 2012 Foundation,

and Director, Arizona Centennial Commission

Laura French, Director, Community Relations, Arizona Office of Tourism

Learn more about how the Arizona Office of Tourism works with communities to provide educational opportunities, visitor services and technical assistance. Through AOT's outreach efforts, AOT staff travel throughout the state to offer educational workshops and presenters with our Arizona Tourism University (ATU) series and technical assistance visits. Additionally, find out what programs and events are in store for Arizona's 100th Birthday Celebration and how your community can be part of this once-in-a-lifetime experience.

Conference Adjourned

12:00 noon

Youth Program - Wednesday

Breakfast and Registration

8:30 a.m. in Arizona Ballroom 1

Parade of Flags and Opening General Session

9:00 a.m. in Tucson Ballroom

Introductions and Icebreakers

9:45 a.m. in Arizona Ballroom 1

Youth Council Presentations/ Mini-Sessions 10:30 a.m.

Lunch/Activity

12:30 p.m. in San Luis

Guest Speaker: Judge William O'Neill

1:30 p.m. in Arizona Ballroom 1

Youth Leadership Development: Step Up! Program 2:30 p.m.

Youth Program Concludes 3:30 p.m.

OPTIONAL ACTIVITIES FOR YOUTH DELEGATES

League Conference Session - "Youth: The Future of Our Communities"

3:30 p.m.

Youth Mixer

5:00 p.m. in Arizona Ballroom Foyer

Showcase of Cities and Towns

6:00 p.m. in Arizona Ballroom

Spouse Program - Thursday

Breakfast

8:00 a.m. in San Xavier

Bus Departs for the San Xavier Mission Del Bac with Shopping at Old Town Artisans

8:45 a.m.

The first stop will be a visit to the "White Dove of the Desert," San Xavier Mission Del Bac. Built by the Jesuits from 1783 to 1797, San Xavier was established by the "Padre on Horseback," Father Kino. San Xavier is acclaimed as the finest example of mission architecture in the country.

After your visit, Old Town Artisans is next. This unique marketplace is located in the El Presidio Historic District. Housed within this 1850s restored adobe building are distinctive shops featuring contemporary and traditional works of hundreds of artists and craftsmen, including Native American tribal art and imports from Latin American cultures.

Return to the JW Marriott Starr Pass Resort 11:45 a.m.

General Luncheon

Service Awards

24 YEARS

David R. McCullar, Mayor, Clifton Fred Hull, Vice Mayor, Gila Bend Ed Honea, Mayor, Marana

20 YEARS

Alvaro Barcelo, Councilmember, Mammoth Don Dent, Vice Mayor, Williams

16 YEARS

Vincent Francia, Former Mayor, Cave Creek
Jay Tibshraeny, Mayor, Chandler
Dave Crozier, Former Councilmember, Gilbert
Herb Kai, Vice Mayor, Marana
Charles E. Oldham, Councilmember, Sahuarita
Kerry L. Ballard, Former Vice Mayor, Snowflake
Jennifer Eckstrom, Mayor, South Tucson
Shirley C. Scott, Councilmember, Tucson

12 YEARS

John S. Insalaco, Mayor, Apache Junction Robin Barker, Councilmember, Apache Junction Bob Coady, Councilmember, Carefree Joel S. Baker, Former Councilmember, Chino Valley Gilbert Lopez, Vice Mayor, Coolidge James "Bud" Turner, Former Councilmember, Gila Bend Les Presmyk, Former Councilmember, Gilbert Terence O. Wheeler, Councilmember, Globe Richard Sousa, Former Councilmember, Goodyear Monica Badillo, Mayor, Hayden John Kocjan, Councilmember, Page Carlo Leone, Councilmember, Peoria Phil Gordon, Mayor, Phoenix Fran Schumacher, Former Councilmember, Prescott Valley Mike Flannery, Councilmember, Prescott Valley Robert Blanchard, Councilmember, Sierra Vista Kathie Farr, Vice Mayor, Tolleson Robert E. Walkup, Mayor, Tucson

8 YEARS

John Lodzinski, Former Councilmember, Benson
Mark Fenn, Former Mayor, Benson
Samuel Medrano, Councilmember, Bullhead City
Bob Kovacovich, Vice Mayor, Camp Verde
Billy Waters, Vice Mayor, Duncan
Linda Abbott, Former Councilmember, Gilbert
Anne Bassett, Councilmember, Jerome
Roxanne Ziegler, Councilmember, Marana
John Cook, Former Councilmember, Page
Lyle Dimbatt, Former Mayor, Page
Tom Puckett, Councilmember, Page
Marion Shontz, Councilmember, Parker
Tom Simplot, Councilmember, Phoenix
Bob Bell, Former Councilmember, Prescott

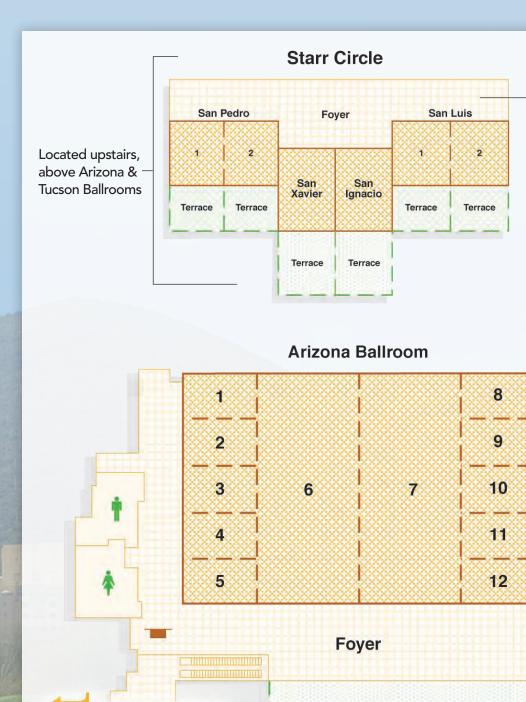
Bob Roecker, Former Councilmember, Prescott
Lora Lee Nye, Councilmember, Prescott Valley
Gail Barney, Mayor, Queen Creek
Juan Carlos Escamilla, Mayor, San Luis
Robert W. Littlefield, Councilmember, Scottsdale
Jose Yepez, Councilmember, Somerton
Roger Rothlisberger, Former Vice Mayor, St. Johns
Lynn Heglie, Former Councilmember, Superior
Olga Lopez, Vice Mayor, Superior
Kenneth Larson, Councilmember, Thatcher
Jose "Diego" Espinoza, Councilmember, Tolleson

COMMUNICATIONS BUILD BUSINESS. The Arizona Wireless Association is a proud Gold Sponsor of the League of Cities. Join us for our interactive symposium in February 2012 to see how we can help your city grow. Visit us at our booth or at azwa.org for more information. WIRELESS ASSOCIATION

Conference at a Glance

Tuesday, August 30, 2011		
8:00 AM	Golf Tournament Starr Pass Golf Club	
1:30 рм	Resolutions Committee	
1:30 рм	National League of Cities Leadership TrainingArizona Ballroom 5	
	Public Engagement: The Vital Leadership Skill	
6:00 РМ	Welcome Reception	
Wednesday, August 31, 2011		
7:30 AM	Parade of Flags/Celebration of Cities & Towns Practice Tucson Ballroom	
8:30 AM	Youth Program Begins Arizona Ballroom 1	
9:00 AM	Opening General SessionTucson Ballroom	
	Keynote Speaker - Marshall J. Vest Cities Mean Business: The Economic Outlook for Cities and Towns in Arizona	
12:00 рм	Lunch is on your own	
2:00 рм	Concurrent Workshops	
	• State of Public Works – Then & Now	
	Governments Towards Development Vitality	
	Arizona Poll and The Arizona We Want Report	
	• The Council/Manager Partnership: Making Arizona's Cities and	
	Towns Great	
	• Fire on the Mountain: Two Arizona Communities Share Their Lessons Responding to Disaster	
3:30 рм	Concurrent Workshops	
	• The Future of Aviation in Arizona	
	• The Upside of a Down Economy: Economic Gardening Tucson Ballroom J	
	 New Technology and its Impact on Public Records and Public Meetings Tucson Ballroom F The Art of Innovation in Local Government	
	Youth: The Future of Our Communities	
6:00 РМ	Showcase of Cities and Towns	

Thursday, September 1, 2011		
8:00 am	Spouse Guest Program	
8:00 AM	Concurrent Workshops	
	• Fundamentals of Local Government: Ethics for Local Elected Officials Tucson Ballroom J	
	International Business Development: Arizona Cities Competing on a National and Global Scale	
	Statewide Water Panel Discussion into the Next Century: An Update of the Water Resources Development Commission Efforts	
	• Budgeting for Outcomes: Identifying Top Priority Programs	
10:00 AM	Concurrent Workshops	
	 Fundamentals of Local Government: Open Meeting Law Tucson Ballroom J Tri-City Council: How Three Communities Pooled Efforts to be an 	
	Effective Voice at the Regional and State Level	
	• ASRS/PSPRS/EORP: Arizona's Pension System and Cities and Towns Tucson Ballroom D	
	 Community Engagement and Its Relationship to Economic Success Tucson Ballroom F Cloud Computing: Utilizing New Technology for Better Citizen Service. Arizona Ballroom 12 	
12:00 рм	Governor and Legislative Luncheon	
2:00 рм	Concurrent Workshops	
2.00 PM	Model City Tax Code and Tax Policy for Cities and Towns	
	• State Agency Update: Arizona Department of Administration:	
	ProcureAZ for Cities and Towns	
	• Libraries: Changing Our Traditional Service to Our Citizens	
	• Efficient Communication and the Evolution of the Internet	
2:00 рм	Affiliate Meetings	
	• Arizona COG Directors	
	• Arizona City Attorneys Association	
	National League of Cities 2011 Host Committee Meeting	
4:00 PM	Annual Business Meeting	
6:00 рм	Dinner, Service Awards & Entertainment Arizona Ballroom	
Friday, September 2 , 2011		
9:00 AM	Tourism's Importance to Arizona Arizona Ballroom 7	
9:10 AM	The Business of Tourism: Economic Impact and Opportunities Arizona Ballroom 7	
10:15 ам	Tourism Marketing and Branding: Breaking Through the Clutter in Building a Competitive EdgeArizona Ballroom 7	
11:00 ам	Tourism in our Communities: How Your Community Can Partner with the Arizona Office of Tourism and the Arizona Centennial Commission Arizona Ballroom 7	
12:00 РМ	Conference Adjourned	



To Gift Shops & Guest Rooms

Ania Terrace

Conference Center Map

To Arizona &
Tucson Ballrooms



Tucson Ballroom A G B H C I D J Foyer

