



GMA ANNUAL CONVENTION PLANNING INFORMATION

June 23-26, 2012

Savannah International Trade and Convention Center

In this mailing, you will find information about the GMA 2012 Annual Convention. A list of courses, hotels and pricing can be found on the planning form. Please review the enclosed information carefully and complete the planning form in its entirety and give it to your clerk, or the person in your city hall that does the convention registration. Online registration will open at 9:00am on Tuesday,

March 6. We typically receive 1000 registrations by 9:30am, so please do not leave out information that will slow down the process of getting your city's registrations entered. Many training classes, especially those on the required list and the new courses, will sell out quickly, as will some of the hotels. Please make several selections in case your first choice is sold out. If you do not get into your desired course or hotel, please notify the GMA Registration and Housing Center at gmaregandhousing@jspargo.com and they will put you on a waitlist. Over the course of the next few months, we will likely receive many cancellations and changes, so please be patient with the process of trying to get you into the course/hotel of your choice.

Also included is a tentative schedule of events.

The convention will conclude on Monday evening with the Taste of Savannah. Several training courses will be offered on Tuesday for those city officials who either cannot attend a class on Saturday or want to take a class on both Saturday and Tuesday. Complete descriptions of each class are enclosed.

All hotels listed on the registration form are contracted with GMA for these special rates and they will not sell rooms from this block by phone. These hotel rooms are only available through the GMA website when registration opens.

Please read this information in its entirety so that you will understand the change and cancellation procedures.

DO NOT SEND THIS FORM TO GMA. You may use it to register online on Tuesday, March 6, or you will need to complete the official form (which will be mailed to all city clerks on Friday, March 2 and posted on the GMA website on that same day) if you plan to mail or fax your form over.

Tentative Schedule!

Saturday, June 23

7:30am-5:00pm

Registration

8:30am-3:30pm

Municipal Training Sessions

3:30pm-5:30pm

Exhibit Hall Grand Opening

3:45pm-5:30pm

GMA Board of Directors' Meeting

Sunday, June 24

7:00am-12:00pm

City Attorneys' Session and Breakfast

7:30am-9:00am

City Managers' Session and Breakfast

7:30am-9:00am

City Clerks' Session and Breakfast

8:30am-9:00am

Devotional Service

8:00am-9:00am

DC/DC Board of Trustees Meeting

9:00am-1:30pm

Exhibit Hall Open

9:30am-11:15am

GMEBS Board of Trustees' Meeting

11:30am-1:00pm

Policy Committee Meetings (light lunch served)

1:30pm-3:00pm

Policy Committee Meetings

3:30pm-5:00pm

Opening General Session

Monday, June 25

7:45am-8:45am

Legislative Policy Council Meeting

9:00am-10:15am

General Session

10:30am-11:45am

Concurrent Sessions

12:00pm-1:15pm

District Caucus Lunch (separate ticket required)

1:30pm-2:45pm

Concurrent Sessions

2:45pm-3:00pm

Credentials Pick Up

3:00pm-4:45pm

Business Meeting

Awards and Installation Program

6:30pm-10:00pm

Taste of Savannah and Entertainment

Tuesday, June 26

8:30am-3:30pm

Municipal Training Courses

HIGHLIGHTS

♦**(NEW) District Caucus Lunch:** Several years ago, district caucus meetings were dropped from the convention schedule when the length of the convention was reduced by one day. These meetings are being added back as an optional lunch on Monday. Each district will discuss issues of importance to their area and share best practices.

♦**Registration Packets:** Registration packets will be mailed to all attendees two weeks before the convention.

♦**Green Meeting:** Our green meeting initiatives will continue. Recycle bins will be placed throughout the Trade Center. Handouts and session notes will be posted on the GMA website. Instead of bottled water, water tanks will be placed throughout the trade center so that you may refill your own water bottle, if you'd like.

♦**Exhibit Hall:** The Exhibit Hall will be open on Saturday from 3:30pm-5:30pm and on Sunday from 9:00am-1:30pm. Please visit the exhibitors and tell them how much you appreciate their attendance.

♦**Annual Business Meeting and Awards & Installation Program:** The Business Meeting and Awards & Installation ceremonies will be held on Monday afternoon. During the Business Meeting, GMA's 2013 Legislative Policies will be voted on and the Board of Directors and district officers will be elected. Voting delegate forms will be mailed in late April. During the last half of the session, the Officers and Board will be installed, new Certified Cities of Ethics will be recognized and training certificates will be presented.

♦**Shuttle Transportation:** Shuttle service will begin each morning at 7:00 am and run continuously throughout the day from hotels to the International Trade and Convention Center. The Water Taxi will run continuously between the Marriott and the Hyatt and the International Trade and Convention Center. Service will only be provided on Tuesday morning and Tuesday afternoon to accommodate those taking training. The Convention Center also has 1,500 **FREE** parking spaces in its lot.

IMPORTANT INFORMATION ABOUT REGISTRATION

For faster registration and housing reservations, register on-line at www.gmanet.com or <https://reg.jspargo.com/gma11>. Registration opens at 9:00am on Tuesday, March 6. Otherwise, please fill out the registration form and return it with your check (made to GMA) or credit card information to:

J. Spargo & Associates, Inc., 11208 Waples Mill Road, Suite 112, Fairfax, VA 22030

Fax: 703-631-6288

- ◆ **Registrations must be received by Tuesday, May 22 and PAYMENT MUST BE INCLUDED.** Anyone unable to meet the May 22 deadline must register onsite at higher rates and make their own hotel reservations.
- ◆ **All cancellations or changes must be submitted in writing.** No TELEPHONE registrations, changes, or cancellations will be accepted. Full refund will be given for cancellations by April 13. Cancellations after April 13 and before May 22 will be subject to a \$50 cancellation fee. Cancellations postmarked or faxed after May 22 will not be eligible for refund.
- ◆ Confirmation notices from the GMA Registration and Housing Center should be received within five business days. Please check the confirmation carefully to make certain all information is listed correctly, including the class you registered for and any special functions. Using your confirmation number, you should be able to go back on-line to make corrections, or you may fax any corrections back to 703-631-6288 or email to gmaregandhousing@jspargo.com. If you have not received a confirmation notice within five business days, please contact the GMA Registration and Housing Center at 703-449-6418 or gmaregandhousing@jspargo.com.

IMPORTANT INFORMATION ABOUT HOTEL RESERVATIONS

- ◆ **You are strongly encouraged to register and make your housing reservations on-line.** Since housing is done on a first come, first serve basis and hotel assignment is made immediately on-line, you will be informed promptly if the reservation is made at your hotel preference. Faxed registration forms could take up to three business days to process. If the faxed form is missing information, you further decrease the chance of receiving your hotel choice(s). If all of your city officials do not get into the same hotel, please let us know and we will put them on a wait list and move them as we have availability.
- ◆ Since a housing deposit is required and is merely to guarantee your room, **you are encouraged to provide a credit card for hotel deposit.** Check deposits and credit applications must be mailed to your hotel after May 22 and before June 7. If you are paying your hotel by check, please make the check payable to the hotel and mail it directly to the hotel. If you are tax-exempt, you must mail your tax exempt form along with your check or provide it upon check-in.
- ◆ It is your responsibility to verify that all information on the acknowledgement letter sent by the GMA Registration and Housing Center is correct. **Most hotels will charge a fee for early departure!** If you need to change or cancel a reservation, please submit the change in writing to GMA Housing Center via email at gmaregandhousing@jspargo.com or via fax at 703-631-6288 through May 22, 2012. After May 22, please contact the hotel directly for all changes, cancellations and new reservations.
- ◆ If you must cancel your hotel reservation, please do so as early as possible so that GMA may reassign your room to someone else. In some cases, rooms that are blocked for the GMA Annual Convention and not used are charged to GMA after the event.

MUNICIPAL TRAINING INSTITUTE COURSE DESCRIPTIONS

Each training class provides six (6) hours of credit toward certification. All classes begin promptly at 8:30am and dismiss at 3:30pm (with the exception of DDA, which dismisses at 4:30pm.) A separate registration fee is required for training. Classes fill up quickly, so register early. If you do not get into your desired course, please notify the GMA Registration and Housing Center at gmaregandhousing@jspargo.com and they will put you on a waiting list. Those courses included in the REQUIRED category are marked with an asterisk (*). See descriptions below and on the following page.

SATURDAY CLASSES:

CLERKS' CERTIFICATION COURSE:

Government Law (elective)

DOWNTOWN DEVELOPMENT AUTHORITIES:

This course is primarily directed at those who serve on Downtown Development Authorities but is open to all elected officials. Topics include management of downtown as a valuable resource; the role of the authority and of board members and staff; DDA laws; and the day-to-day operations of an authority.

ECONOMIC DEVELOPMENT*:

This course provides a basic overview of the economic development process, with a focus on the strategies, resources and programs employed by the state of Georgia to assist communities in achieving success in today's global economy. Topics such as community development building blocks, business development strategies, regional cooperation, and the role of local leadership in economic development are covered.

EMERGENCY MANAGEMENT*:

This course is aimed at providing municipal elected officials with a general understanding of the roles of local, state and federal government in responding to and helping communities recover from both natural and man-made disasters. The function of local emergency management agencies and important legal and financial issues that arise during times of emergency and disaster also discussed.

ETHICS*:

This course examines the importance of ethical conduct in the administration of one's public duties and how ethical lapses can severely damage the reputation of both individual officeholders and the city. An overview of state ethics laws and regulations that apply to municipal officials, including campaign financing and private interest disclosure requirements, is provided. Ethical dilemmas that often confront public officials and the value of strong local ethics ordinances are also discussed.

HUMAN RESOURCES I*:

This course provides an overview of state and federal personnel law that apply to municipal governments and the basics of human resource management. Key topics include day-to-day issues facing human resource staffs, the role of the personnel manager, establishing and adhering to sound personnel policies and procedures and dealing with the media.

LAW ENFORCEMENT SERVICES: TRENDS AND BEST PRACTICES:

This course familiarizes municipal elected officials with the basic concepts of law enforcement. In addition to reviewing applicable laws, funding mechanisms and staffing models, the course addresses emerging public safety issues, trends and innovations.

MAKING CITIZEN ENGAGEMENT WORK IN OUR COMMUNITIES:

Have you ever wondered why it's difficult to get citizens engaged in a positive way to contribute to the process of governance? This special course will explore the importance of getting citizens engaged. Participants will

hear from city elected and appointed officials who are learning how to do it well. The course will also expose officials to the concept of deliberative forums, a method of citizen engagement that brings diverse community interests together to explore policy options and share insights, ideas, and suggestions in a structured setting. Participants will receive tips, tools, and other resources for recruiting citizens, creating productive conversations, and encouraging citizens to be involved in local problem solving.

MANAGING GROWTH: ECONOMIC AND NATURAL RESOURCE ISSUES:

This course shows city leaders how they can exert meaningful control over how their community grows. Topics include economic and ecological considerations, protecting water quality, regulatory initiatives and regionalization. Promoting infill development and redevelopment, preserving land and capturing private investment are also covered.

MANAGING MEETINGS AND PARLIAMENTARY PROCEDURES*:

This course teaches elected officials how to conduct more effective and orderly meetings. A major focus of the course is the proper use of parliamentary procedure. Participants are also taught how to sell ideas, manage conflict and promote consensus.

MUNICIPAL CODES AND COURT: ENFORCING ORDINANCES:

This course provides an orientation on the basic operation of municipal courts with respect to the adjudication and enforcement of traffic offenses, certain misdemeanors, and municipal ordinance violations.

OPEN MEETINGS/OPEN RECORDS*:

This course familiarizes municipal elected officials with Georgia's open meetings and open records laws and the potential consequences for failing to adhere to them. Hypothetical scenarios are used to give participants a better understanding of their responsibilities and obligations for complying with these statutes.

REVITALIZING NEIGHBORHOODS: TOOLS FOR LOCAL OFFICIALS:

This course provides an overview of the tools and resources available to cities interested in effectively responding to neighborhood problems such as dilapidated and unsafe structures, unsightly property, junk automobiles, weeds, trash and other nuisances. Topics include Georgia's Urban Redevelopment law, code enforcement and land bank authorities.

STRENGTHENING YOUR COMMUNITY BY STRENGTHENING YOUR CHILDREN AND FAMILIES:

This course examines how the well-being of children and families affects the success of community and economic development. The course reviews trends in Georgia and identifies specific strategies that officials can implement in their own communities. "Family Connections" and other state-run programs aimed at reducing the number of at-risk youth and juvenile delinquents are addressed. Problem issues such as teen pregnancies, truancy and teen drug and alcohol use are also discussed.

TECHNOLOGY SOLUTIONS FOR CITIES: INNOVATIONS AND BEST PRACTICES:

Municipalities must look to new and emerging technologies as one of the primary ways of becoming more efficient and effective, especially in this challenging economic environment. The course will highlight some of the interesting and creative uses of technology that have enabled a number of Georgia's cities to improve service delivery and responsiveness, as well as make their operations more transparent to the public. The costs and challenges of implementing these technological solutions will be examined. Participants will also learn about new technologies to anticipate in the future and how they may be applicable to municipal operations

TUESDAY CLASSES:

BUSINESS DIPLOMACY AND PROTOCOL: This course exposes city officials to the fundamental elements of professional business etiquette and protocol. As part of the course, participants will be taught how to make an entrance and work a room, handle introductions, remember names, and treat business prospects, as well as proper seating and dining protocol.

COUNCIL-STAFF RELATIONSHIPS*:

This course explores the unique perspectives of municipal elected officials and staff and how a greater understanding of each other's perspectives can reduce friction and misunderstanding and result in improved public service delivery. The distinction between policy making and administration and other council-staff related issues are explored using exercises, case studies and group discussion.

PUBLIC PRESENTATIONS AND MEET THE MEDIA:

This course teaches elected officials how to be more effective when speaking to groups or addressing the media. Techniques for developing presentation content and delivery, as well as tips for more effectively dealing with the media, are shared. As part of the course, participants make a brief presentation to their fellow city officials.

SOCIAL MEDIA FOR LOCAL ELECTED OFFICIALS: (First time this course is offered)

Technology impacts personal lives, work and local government. With the advent of an explosion in the common use of social media this course examines and defines what social media means, how social media can be used by local government including the risks and benefits of such usage. The legal basis for governmental use of social media is reviewed. Sample social media policies are examined and provided. Current law on employer and employee use of social media is explored. Demonstrations on making social media user friendly for both large and small governments are provided. Finally, the impact of records retention, open meetings and open records law are discussed if social media becomes a regular part of the local government's operations.

GMA 2012 Annual Convention PLANNING FORM (June 23 - 26)

DO NOT SEND THIS FORM TO GMA OR TO J. SPARGO!

THIS IS FOR INFORMATION AND PLANNING PURPOSES ONLY!!

Please type or print

Name: _____

Title: _____

City/Company: _____

Mailing Address: _____

City: _____ State: _____

Zip Code: _____ Email: _____

Phone() _____ Fax: () _____

Spouse/Chaperone name required, if registering: _____

Child #1 _____ Age _____

Child #2 _____ Age _____

Child #3 _____ Age _____

E-Mail Format HTML Text

Registration Fees

(Includes all Sunday-Tuesday events, except special events listed below)

	Early Registration By 4/13	Registration 4/14-5/22	
<input type="checkbox"/> GMA Members	\$290	\$315	\$ _____
<input type="checkbox"/> Friends of Georgia's Cities	\$350	\$375	\$ _____
<input type="checkbox"/> Spouse (please list name above)	\$120	\$125	\$ _____
<input type="checkbox"/> Children ___ x	\$60	\$65	\$ _____
<input type="checkbox"/> Non-Member	\$375	\$400	\$ _____

Municipal Training Institute Registration

This fee covers training sessions only. Courses are 6 hrs. each. Please mark **3** choices in case your first choice is full (1, 2, 3). Courses marked with * are on the required list.

Saturday Training (8:30 am – 3:30 pm)

<input type="checkbox"/> M01 Clerks Course: Government Law	\$215	\$225	\$ _____
<input type="checkbox"/> M02 Downtown Development	\$215	\$225	\$ _____
<input type="checkbox"/> M03 Economic Development*	\$215	\$225	\$ _____
<input type="checkbox"/> M04 Emergency Management*	\$215	\$225	\$ _____
<input type="checkbox"/> M05 Ethics*	\$215	\$225	\$ _____
<input type="checkbox"/> M06 Human Resources I*	\$215	\$225	\$ _____
<input type="checkbox"/> M07 Law Enforcement	\$215	\$225	\$ _____
<input type="checkbox"/> M08 Making Citizen Engagement Work	\$215	\$225	\$ _____
<input type="checkbox"/> M09 Managing Growth	\$215	\$225	\$ _____
<input type="checkbox"/> M10 Managing Meetings and Parliamentary Procedures*	\$215	\$225	\$ _____
<input type="checkbox"/> M11 Municipal Court	\$215	\$225	\$ _____
<input type="checkbox"/> M12 Open Meetings/Open Records*	\$215	\$225	\$ _____
<input type="checkbox"/> M13 Revitalizing Neighborhoods	\$215	\$225	\$ _____
<input type="checkbox"/> M14 Strengthening Community	\$215	\$225	\$ _____
<input type="checkbox"/> M15 Technology Solutions	\$215	\$225	\$ _____

Tuesday Training (8:30 am – 3:30 pm)

<input type="checkbox"/> M16 Business Diplomacy	\$215	\$225	\$ _____
<input type="checkbox"/> M17 Council-Staff Relationships	\$215	\$225	\$ _____
<input type="checkbox"/> M18 Public Presentations	\$215	\$225	\$ _____
<input type="checkbox"/> M19 Social Media	\$215	\$225	\$ _____

Special Event Registration

<input type="checkbox"/> City Attorneys' Session/Breakfast	\$100	\$115	\$ _____
<input type="checkbox"/> City Managers' Session/Breakfast	\$50	\$55	\$ _____
<input type="checkbox"/> City Clerks' Session/Breakfast	\$40	\$45	\$ _____
<input type="checkbox"/> Monday District Caucus Lunch	\$10	\$10	\$ _____

Total \$ _____

All registration changes or cancellations must be submitted in writing. There will be a \$50 fee for convention registration cancellations after April 13. No refunds after May 22.

Hotel Reservation Request

- I do not require a hotel reservation.
- Special needs rooming requested.
- I am on the GMA Board of Directors.

Arrival Date: _____ Departure Date: _____

My room preference is

- Two double beds One King Bed Smoking Room

Please note: GMA cannot guarantee bed type or special requests. Please confirm your request with the hotel upon check in.

Please mark at least six (6) choices ranking them in order of preference.

Shuttle service will be provided to historic district hotels (all hotels except Westin) and water taxi service is available from the Marriott Riverfront and Hyatt. Some hotel rates are higher for more than 2 occupants.

Hotels:	Rate:	Parking:
___ AVIA	\$190	\$15 (valet)
___ Doubletree	\$159	\$12 (self)
___ Hampton Inn (Bay St.)	\$159	\$10 (self)
___ Hampton Inn (MLK)	\$159	\$8 (self)
___ Hilton Garden Inn	\$159	\$12 (self)
___ Hilton DeSoto	\$159	\$10 (self)
___ Holiday Inn Express	\$154	\$15 (self)
___ Hyatt Regency	\$198	\$12 (self) + \$50 river view
___ Marriott Riverfront	\$188	\$7 self + \$20 river view
___ Mulberry Inn	\$164	\$8 (self)
___ Staybridge Inn	\$170	\$12 (self)
___ Westin	\$209	\$16 (resort fee/self park)+ \$30 river view

River View rooms are subject to availability. Please indicate "River View" on form if you want the request submitted to Hotel.

Room Deposit: Westin requires a two-night deposit and Avia, Doubletree, Hampton Inn (Bay Street), Hampton Inn (MLK), Hilton Garden Inn, Hilton DeSoto, Holiday Inn Express, Hyatt, Marriott, Mulberry, and Staybridge require a one-night deposit all of which is refundable if cancelled at least 72 hours prior to arrival. Most hotels charge a fee for early departure.

All hotel changes and cancellations must be made in writing via fax to (703) 631-6288 or e-mail: gmaregandhousing@jspargo.com by May 22, 2012. After this date, please contact the assigned hotel directly.

THIS IS FOR PLANNING PURPOSES ONLY!!
Official registration forms will be mailed on Friday, March 2 and posted on the GMA Website. If you are registering online, the only form you need is this one and your credit card. If you are mailing or faxing your form to J. Spargo, you will need the official form which has a place for you to enter your credit card number. Online registration opens at 9:00am on Tuesday, March 6.



HOTELS

- 1 Avia Savannah Hotel
- 2 DoubleTree Hotel Historic Savannah
- 3 Hampton Inn Historic District (Bay St)
- 4 Hampton Inn & Suites Historic District (MLK)
- 5 Hilton Garden Inn Savannah Historic District
- 6 Hilton Savannah DeSoto
- 7 Holiday Inn Express
- 8 Hyatt Regency Savannah
- 9 Mulberry Inn
- 10 Savannah Marriott Riverfront
- 11 Staybridge Suites
- 12 The Bohemian Hotel at Savannah Riverfront
- 13 The Westin Savannah Harbor Golf Resort & Spa

SAVANNAH HOTELS MAP