



# Texas Municipal League 2013

Annual Conference and Exhibition  
Austin, Texas • October 8-11, 2013

## Agenda at a Glance for the TML 101st Annual Conference and Exhibition

- The list of concurrent sessions listed below is not final; more sessions will be included on the website as they are confirmed.
- The specific days and times for the affiliate sessions are NOT listed below but will be included in the August magazine.
- All events will be held at the Austin Convention Center unless otherwise noted.

### Tuesday, October 8

10:00 a.m.

**TML Board of Directors Meeting**

1:00 – 5:00 p.m.

**Delegate Registration Open**

2:00 p.m.

**TML Resolutions Committee Meeting**

### Wednesday, October 9

7:30 a.m. – 5:00 p.m.

**Delegate Registration Open**

9:00 a.m. – 4:00 p.m.

**TML Corner Store Open**

10:30 a.m. – Noon

**Opening General Session and Presentation of Awards  
Engaging All of the Generations in the Community**



**Cheryl Cran**, President, Synthesis at Work Inc., Vancouver, British Columbia, Canada

The times they are a changing, and the way we communicate and connect with our community is shifting rapidly. As city officials, we are tasked with meeting the needs of the community, and that means engaging every generation. In this session, by the author of *Leading Across the Digital Divide*, you will discover more about the generational impact on community engagement and how adapting to the different generational attitudes can improve services overall.

Noon – 4:00 p.m.

**Exhibit Hall Grand Opening**

2:00 – 3:15 p.m.

**Concurrent Sessions**

- *Retail Recruitment and Retention: New Tools and Strategies for a Post-Recession Economy*
- *Best Practices in Recruiting and Hiring New Employees*
- *The Keys to Leadership and Council Performance (Part One)*
- *The Do's and Don'ts of Social Media*
- *Six Qualities Linked to Innovative Local Governments*

3:30 – 4:45 p.m.

**Concurrent Sessions**

- *Texas Association of Public Employee Retirement Systems (TEXPERS) Training and Recent State Mandates for Pension Trustees*
- *The Keys to Leadership and Council Performance (Part Two)*
- *Technology and Communication with Your Citizens*
- *Grants at a Glance*
- *Cracker Barrel Roundtable*
- *Travel and Tourism Are Economic Development*

### Thursday, October 10

7:30 – 8:45 a.m.

**TML Risk Pools' Breakfast** (separate ticketed event at no charge)

7:30 a.m. – 5:00 p.m.

**Delegate Registration Open**

8:00 a.m. – 5:00 p.m.

**Exhibit Hall Open**

8:00 a.m. – 11:45 p.m.

**Affiliates' Board, Business, or Educational Sessions**

9:00 a.m. – 4:00 p.m.

**TML Corner Store Open**

9:00 – 10:15 a.m.

**Concurrent Sessions**

- *What Your City Should Know About Retail Today*
- *An Update on the Texas Municipal Retirement System (TMRS)*
- *Your Leadership Playbook*
- *50 Apps for Municipal Governments*
- *The Hurst Way—Respect, Teamwork, Professionalism, and Dedication—a Recipe for Successful Council Relations*
- *Budgeting and Long-Range Planning in Today's Environment*
- *Stronger Development Regulations: Enhancing Your Community's Sustainability, Beauty, and Safety*

10:30 – 11:45 a.m.

**Concurrent Sessions**

- *Scenic City Certification Program*
- *What City Officials Need to Know About Wage and Hour Laws*
- *Measuring Performance: It's All About Results!*
- *Cybersecurity and Government Networks*
- *Public Finance: A Primer for Non-Financial Officials and Managers*
- *What Should We Learn from Disasters?*

Noon – 1:45 p.m.

**Delegate Luncheon and Keynote Speaker** (separate ticketed event)

**Why Settle for the Balcony? How to Get a Front Row Seat in Life**



**Marilyn Sherman**, Las Vegas, Nevada

We all know that too many people settle for mediocrity in their work and personal life. But, have you considered how settling for mediocrity might affect your organization...and results? Everybody deserves a front row seat in life, but so few of us know how to get it. Marilyn Sherman knows, because that used to be her, until she set about taking control and practicing the very principles she teaches today. The best life is lived in the front row, and she would love to show you how to get there.

2:00 – 3:15 p.m.

**Concurrent Sessions**

- *Regulating Employee Conduct Away from the Workplace*
- *Online Resources Every City Official Should Know*
- *Small Cities' Innovation Lab*
- *What Purchasing Law Updates?*
- *Great Expectations: Customer Service Excellence in the Public Sector*

2:00 – 5:00 p.m.

**Affiliates' Board, Business, or Educational Sessions**

3:30 – 4:45 p.m.

**Concurrent Sessions**

- *Employee Health Care and Technology*
- *Lost in the Clouds: What You Need to Know About Cloud Technology*
- *Securing of Municipal Assets to Prevent Theft*
- *Recycling Beyond the Curb: Making an Impact by Reducing Yours—How to Make a Greener City*
- *The Power of Data: "Big Data Analytics" in Municipal Government*
- *How to Hold a Hot Potato: Handling Angry Citizens and Difficult People with Care*

Evening **Vendor Hospitality Events**

## Friday, October 11

7:30 a.m. – Noon

**Delegate Registration**

7:30 a.m. – 8:45 a.m.

**Women in Government Breakfast** (separate ticketed event)



**Marie Lopez Rogers**, Mayor, City of Avondale, Arizona and President, National League of Cities Mayor Rogers grew up working side-by-side with her parents in small migrant farm labor camps. But she persisted in her belief that if you worked hard enough, you could rise above your circumstances and disadvantages.

**Sponsored by: Texas Municipal Clerks Association, Inc.**

8:00 – 11:00 a.m.

**Exhibit Hall Open**

9:00 – 11:45 a.m.

**Affiliates' Board, Business, or Educational Sessions**

9:00 – 10:15 a.m.

**Concurrent Sessions**

- *Health Care Reform: What the Future Holds*
- *Patience and Peacemaking in Politics*
- *Maximizing Your Technology Investments*

10:30 – 11:45 a.m.

**Concurrent Sessions**

- *Breaking Up Is Hard to Do: What to Do when It's Time to Fire*
- *Information Overload: What You Know CAN Hurt You!*
- *Legal Q&A*

Noon – 1:45 p.m.

**Delegate Luncheon and Discussion with Texas State Leaders** (separate ticketed event)

Join *Texas Tribune* Editor-in-Chief and CEO **Evan Smith** and several state leaders for a moderated discussion on key issues of importance to Texas cities and the future of our state.

Upon Adjournment

**Resolutions Question-and-Answer Session and TML Business Meeting**

# Frequently Asked Questions About the TML 101st Annual Conference and Exhibition

## When and where is the TML Annual Conference?

The TML Annual Conference will be held at the Austin Convention Center from October 8–11, 2013. The Austin Convention Center is located at 500 East Cesar Chavez Street, Austin, TX 78701.

## When will program information be available?

As more information is scheduled, it will be posted to the conference website. Make sure you visit [www.tmlconference.org](http://www.tmlconference.org) often for the most up-to-date information. You can also follow us on Twitter and like us on Facebook for current information as we receive it.

## What topics will be covered?

This year's concurrent sessions will focus on six areas:

	<b>Quality of Life:</b> Fall In Love with Your City
	<b>Human Resources:</b> Managing Your City's Best Asset
	<b>Professional Development:</b> Unleashing Your Skills
	<b>Technology:</b> For Tomorrow's Cities
	<b>City Showcase:</b> How Did They Do That?
	<b>Grab Bag:</b> We've Got That Too

## What is the registration rate for a spouse/guest?

### What does it include?

The spouse/guest fee is \$40. **Please note that a city official or employee cannot register as a spouse/guest.** The fee includes admission to educational sessions, the Exhibit Hall Grand Opening, the exhibit hall, the TML Corner Store, and a conference bag.

## What is the attendee cancellation policy for the conference?

If you are registered and cannot attend, we encourage you to send a substitute. If you cannot send a substitute, a \$75 cancellation fee will be assessed if written cancellation notice is sent. Please send cancellation notice via email to [acct@tml.org](mailto:acct@tml.org) by September 4, 2013. No exceptions will be made.

## What if I can only attend one day?

We offer a one-day registration on the online and mail-in registration forms.

## Will there be speaker handouts available?

Concurrent session handouts received by TML prior to the conference will be posted to this conference website. You may also use your smart phone to scan the conference QR code displayed that will allow access to handouts.

## Where should I park?

The Austin Convention Center owns two parking garages—one at Second and Brazos, and another at Fifth and Red River. The fee is \$9 per day for 7-9 hours (with no in-and-out privileges) for both garages. Rates can vary if staying less than 7 hours.

Surface parking at privately owned lots around the city varies, and they may not allow in-and-out privileges or overnight parking. Be sure to check with lot attendants for specific restrictions and cost.

It is advisable to contact your assigned hotel prior to arrival to determine exact parking rates during your stay.

## Will there be shuttle buses connecting the conference hotels to the convention center?

Shuttle service will be provided to/from many conference hotels and the Austin Convention Center and will run 30 minutes prior to the TML registration desk opens and 30 minutes after the TML registration desk closes. Refer to the housing tab on the conference website for a list of hotels with this service. Shuttle service times will be available during the following times:

### Tuesday, October 8

Noon – 5:30 p.m.

### Wednesday, October 9

7:00 a.m. – 5:30 p.m.

### Thursday, October 10

7:00 a.m. – 5:30 p.m.

### Friday, October 11

7:00 a.m. – 4:00 p.m.

## How do I get TML Credits?

If you are an **elected city official** participating in the TML program, you can earn Continuing Education Units (CEUs) for attending the TML Annual Conference and Exhibition. CEU forms will be available at information tables near Delegate Registration. If you have any questions about the TML program, please email [tml@tml.org](mailto:tml@tml.org) or call 512-231-7400.

## Other Helpful Information

### The TML Corner Store

The TML Corner Store will be open on Wednesday from 9:00 a.m. – 4:00 p.m. and Thursday from 9:00 a.m. – 4:00 p.m. You will find a variety of items for sale including jewelry, purses, skin care products, candles, and other fun items. Chair massages and light refreshments also will be available.

### Resolutions

Resolutions to be considered by TML member cities at the TML Business Meeting on Friday will be available on Thursday afternoon. In accordance with the TML Constitution, no resolution will be considered at the TML Business Meeting unless: (1) it was previously approved by the Resolutions Committee or TML Board; or (2) there is a two-thirds vote of the cities represented at the business meeting in favor of suspending the rule requiring prior approval of the Resolutions Committee.

The Resolutions Question-and-Answer Session will be held upon adjournment of the Delegate Luncheon on Friday, October 11. The TML Business Meeting will follow immediately.

# Delegate Housing Information for the TML 101st Annual Conference and Exhibition

## Delegate Housing

Delegate Housing opens on Monday, August 19, at 10:00 a.m. CDT.

## Hotel Reservations:

Delegates are encouraged to reserve guest rooms online. Online reservations will receive immediate confirmations. Reservations made by fax or mail will take longer to process, and reservations by telephone are **NOT** accepted.

## How to Reserve Rooms Online:

- Do NOT use a bookmarked page from past conferences. You may be sent to a page that is no longer current.
- Each guest room reservation must be guaranteed with a credit card deposit equal to one-night's stay before the reservation will be considered confirmed.
- Guest room reservations are available on a first-come, first-served basis.
- Acknowledgments will be sent after each reservation is confirmed and each time a reservation is modified thereafter.
- Always review your confirmation for accuracy and keep copies for your records.
- To ensure receipt of your confirmation via email, please add [acknowledgement@pkghlrss.com](mailto:acknowledgement@pkghlrss.com) to your email address book.
- Please note that most hotels will charge your credit card for one night's room and tax prior to arrival. To find out more about individual hotel policies, please contact your hotel prior to arrival.

## How to Reserve Rooms by Fax or Mail:

The Austin Convention and Visitors Bureau is coordinating TML housing for our conference in Austin. Please fax your completed Delegate Hotel Reservation Form to 512-583-7283 OR mail your TML Delegate Hotel Reservation Form to:

## TML/AC Housing Bureau

Attn: Rose Curran  
301 Congress, Suite 200  
Austin, TX 78701

When your rooms are secured, an acknowledgement showing your assigned hotel will be emailed or faxed to the contact person shown on your reservation form. Reservations are NOT guaranteed until credit card or check deposits are received. Checks payable to your assigned hotel for one-night stay for each reserved room must be received within five business days of receiving your acknowledgment.

Forms received by fax or mail before August 19 will be entered in the order they were received when TML Annual Conference delegate housing officially opens on August 19 at 10:00 a.m. CDT.

## Room Rates/Taxes/Reservation Deadline:

To take advantage of the special TML conference rates, you must make your reservation by **September 17, 2013**. After this date, TML conference room blocks will be released, and hotels may charge higher rates. All rates are per room and are subject to a 15% occupancy tax and .9% Texas Recovery Fee. Special requests cannot be guaranteed; however, hotels will do their best to honor all special requests. Hotels will assign specific room types, based on availability, at check-in.

## Cancellations of Existing Reservations:

- All cancellations must be received by the TML/AC Housing Bureau prior to **September 4, 2013**, to receive a refund of your hotel deposit and to avoid cancellation fees.
- **Cancellations received after September 4, 2013, will be charged one night's stay at the confirmed hotel and an additional \$75 cancellation fee by the housing bureau.**
- This fee will be charged within seven days of the cancellation and is non-negotiable.

## Changes to Existing Reservations:

- Detailed instructions on how to modify an existing reservation will be sent with your confirmation.
- If you have questions on changes you make to your reservation, please contact the TML/AC Housing Bureau by email at [rcurran@austintexas.org](mailto:rcurran@austintexas.org).
- The TML/AC Housing Bureau will continue to accept changes to your reservation until October 3, 2013. After **October 3, you must contact the hotel directly.**

## General Housing Questions:

Contact Rose Curran at the TML/AC Housing Bureau ([rcurran@austintexas.org](mailto:rcurran@austintexas.org)) or Cheryl Ribich at the Texas Municipal League ([cheryl@tml.org](mailto:cheryl@tml.org) or 512-231-7441).

