

ACHIEVING DISTRICT GOALS... TOGETHER.

Three Opportunities for Training Throughout The State!



- February 4 – 7, 2024 - San Luis Obispo
- April 14 – 17, 2024 – San Diego
- November 3 – 6, 2024 – San Rafael

All New Sessions for Returning Attendees (San Diego and San Rafael)



CSDA's 2024
**Special District
Leadership Academy Conference**

A Comprehensive Governance Leadership Conference for Elected and Appointed Directors/Trustees



**California Special
Districts Association**
Districts Stronger Together

BOARD & STAFF LEARN TO WORK AS A TEAM.

Participate in the **Special District Leadership Academy Conference** and complete all four modules of the Academy during the course of two and a half days.

This conference content is based on CSDA's Special District Leadership Academy (SDLA) groundbreaking, curriculum-based continuing education program, which recognizes the necessity for the board and general manager to work closely toward a common goal. SDLA provides the knowledge base to perform essential governance responsibilities and is designed for both new and experienced special district board members.



Complete all Four Modules of the **Special District Leadership Academy** as Virtual Workshops

Module 1: Governance Foundations

February 21 – 22, 2024

9:00 a.m. – 12:00 p.m. each day

Module 2: Setting Direction / Community Outreach

April 3 – 4, 2024

9:00 a.m. – 12:00 p.m. each day

Module 3: Board's Role in Finance and Fiscal Accountability

September 25 – 26, 2024

9:00 a.m. – 12:00 p.m. each day

Module 4: Board's Role in Human Resources

December 4 – 5, 2024

9:00 a.m. – 12:00 p.m. each day



FOR DIRECTORS AND TRUSTEES

CERTIFICATE IN SPECIAL DISTRICT GOVERNANCE

Designed to acknowledge special district board members and trustees who have taken extra steps to become better educated in core areas of governance.

Complete the Special District Leadership Academy + 10 additional professional development hours and receive this recognition.

ATTEND

CSDA'S SPECIAL DISTRICT LEADERSHIP ACADEMY CONFERENCE

Local boards are the reason why local control is local. Special district boards are the voices of the community, and they are also a large reason why special districts exist.

The truth is that every elected or appointed public official needs to worry about governance; governance is what boards do. It's what they bring to the table.

Governance is taking the wishes, needs, and desires of the community and transforming them into policies that govern the district.

Whether you're new to the board or someone who has served for many years, this conference provides essential tools and information to effectively govern your district!

Attendees will learn:

- Working as a team: The roles of the board and staff in your district
- Attributes and characteristics of highly effective boards
- How culture, norms, values, and operating styles influence the district
- Specific jobs that the board must perform
- How individual values, skills, and knowledge help to shape how effective boards operate
- The importance of moving from "I" to "we" as the governance team
- The board's role in setting direction for the district
- The board's role in finance and fiscal accountability
- And much more!



SDRMA Credit Incentive Points

Special District Risk Management Authority (SDRMA) is committed to establishing a strategic partnership with our members to provide maximum protection, help control losses, and positively impact the overall cost of property/liability and workers' compensation coverage through the Credit Incentive Program. Credit incentive points can be earned based on an agency's attendance at the Special District Leadership Academy Conference, reducing SDRMA member's annual contribution amount.



SHOWCASE YOUR DISTRICT'S
COMMITMENT TO EXCELLENCE

DISTRICT OF DISTINCTION ACCREDITATION

Designed as a way for districts to highlight their prudent fiscal practices along with other areas important to effectively operate and govern a special district.



FIRST-TIME ATTENDEE

SCHEDULE OF EVENTS



SUNDAY

5:30 – 7:00 p.m.
REGISTRATION AND NETWORKING RECEPTION

Take a moment to connect with your peers from throughout the state at this informal networking reception. Reception includes light appetizers.

TUESDAY

8:30 – 10:00 a.m.
FULFILLING YOUR DISTRICT'S MISSION: CHARTING THE COURSE

** This session covers Module 2 of the Special District Leadership Academy: Setting Direction/Community Leadership*

This conference session will highlight the importance of setting the direction for your district. Learn the critical components of direction-setting for your district along with how to avoid planning pitfalls. Attendees will walk through the steps of establishing and fulfilling your district's mission, vision, values, strategic goals, and how to communicate those objectives to your constituents.

10:00 – 10:30 a.m.
BREAK (All Attendees)

10:30 – 12:00 p.m.
FULFILLING YOUR DISTRICT'S MISSION: CHARTING THE COURSE (continued)

12:00 – 1:00 p.m.
LUNCH PROVIDED (All Attendees)

1:15 – 2:45 p.m.
GET THE WORD OUT! BEST PRACTICES FOR COMMUNICATION AND OUTREACH

** This session covers Module 2 of the Special District Leadership Academy: Setting Direction/Community Leadership.*

This conference session looks at common communication breakdowns and potential areas for improvement in public agency communications. It will discuss proper and effective communication methods to be aware of as a governing official including:

- Identifying audiences
- Responding to public input
- Media relations
- Legislative outreach and advocacy

2:45 – 3:00 p.m.
BREAK (All Attendees)

MONDAY

8:30 – 10:00 a.m.
BUILDING A FOUNDATION FOR GOOD GOVERNANCE

** This session covers Module 1 of the Special District Leadership Academy: Governance Foundations.*

In this conference session, the instructor will lay the groundwork for good governance in your district.

Attendees will discover:

- Why good governance is so important to the overall wellbeing of the district
- The traits of effective board members
- What good governance means and how to effectively put it into practice
- How to move your board from "I" to "we," including how to become an effective team, establish team standards, and essential conditions for team building

10:00 – 10:30 a.m.
BREAK (All Attendees)

10:30 a.m. – 12:30 p.m.
BUILDING A FOUNDATION FOR GOOD GOVERNANCE (continued)

12:30 – 1:30 p.m.
LUNCH PROVIDED (All Attendees)

1:45 – 3:00 p.m.
DEFINING BOARD/STAFF ROLES AND RELATIONSHIPS

** This session covers Module 4 of the Special District Leadership Academy: Board's Role in Human Resources.*

This conference session will teach participants how to determine the human resource (HR) health of their district and what areas to focus on as a board and individual governing official including:

- Identifying the board's role in human resources
- Recognizing HR red flags and positive indicators
- Developing and maintaining essential HR policies
- Covering confidentiality and legal liabilities
- Evaluating the general manager

3:00 – 3:30 p.m.
BREAK (All Attendees)

3:30 – 4:30 p.m.
DEFINING BOARD/STAFF ROLES AND RELATIONSHIPS (continued)

5:30 – 7:00 p.m.
SIP AND SAVOR EVENING RECEPTION



Sponsored by the Special District Risk Management Authority (SDRMA)

Join us for a lively evening of networking and refreshments.



3:00 – 4:00 p.m.

GET THE WORD OUT! BEST PRACTICES FOR COMMUNICATION AND OUTREACH
(continued)

OPEN EVENING

WEDNESDAY

8:30 – 10:00 a.m.

SHOW ME THE MONEY! WHAT DO BOARD MEMBERS NEED TO KNOW ABOUT DISTRICT FINANCES?

** This session covers Module 3 of the Special District Leadership Academy: Board's Role in Finance and Fiscal Accountability.*

This conference session will provide a review and insight of important financial concepts, reports, and policies specific to public agencies including special districts.

Attendees will learn:

- How to ask the right questions.
- How to link the finance process to the district mission and goals.
- Budget process, budget assessment, and communicating budget information to the public.
- How to develop and analyze capital improvement plans and reserve guidelines.

10:00 – 10:15 a.m.

BREAK (All Attendees)

10:15 a.m. – 12:00 p.m.

SHOW ME THE MONEY! WHAT DO BOARD MEMBERS NEED TO KNOW ABOUT DISTRICT FINANCES? (continued)

12:00 p.m.

GRADUATION CERTIFICATE DISTRIBUTION

First-time attendees must attend all sessions and turn in their completed certificate application in order to receive their certificate at the conclusion of the conference.

RETURNING ATTENDEE

SCHEDULE OF EVENTS

SDLA Graduate? Join us for our Returning Attendee Track with Two Days of Breakout Sessions with topics such as:

- **Promoting Civility in a Time of Heightened Partisanship and Polarization**
- **Rules of Engagement**
- **Community Outreach**
- **Financial Reporting**
- **Board / Manager Relationship Best Practices**
- **Leading Challenging Board Meetings**

Check the SDLA Website for Returning Attendee Track Session details when agenda is confirmed. Returning Attendee Track available only in San Diego and San Rafael.



SUNDAY

5:30 – 7:00 p.m.

REGISTRATION AND NETWORKING RECEPTION

Take a moment to network with your peers from throughout the state at this informal networking reception. Reception includes light appetizers.

MONDAY

8:30 a.m. – 12:30 p.m.
BREAKOUT SESSIONS

10:00 – 10:30 a.m.
BREAK (ALL ATTENDEES)

12:30 – 1:30 p.m.
LUNCH PROVIDED (ALL ATTENDEES)

1:45 – 4:30 p.m.
BREAKOUT SESSIONS

3:00 – 3:30 p.m.
BREAK (ALL ATTENDEES)

5:30 – 7:00 p.m.
SIP AND SAVOR EVENING RECEPTION

Sponsored by the Special District Risk Management Authority (SDRMA)



Join us for an entertaining evening of networking and refreshments.

TUESDAY

8:30 a.m. – 12:00 p.m.
BREAKOUT SESSIONS

10:00 – 10:30 a.m.
BREAK (ALL ATTENDEES)

12:00 – 1:00 p.m.
LUNCH PROVIDED (ALL ATTENDEES)

1:15 – 4:00 p.m.
BREAKOUT SESSIONS

2:45 – 3:00 p.m.
BREAK (ALL ATTENDEES)

4:00 p.m.
CONFERENCE ENDS FOR RETURNING ATTENDEES



February 4 – 7, 2024

**Embassy Suites
by Hilton San Luis Obispo**

333 Madonna Rd, San Luis Obispo, CA 93405

HOTEL ROOM RESERVATIONS: CSDA room reservations in the CSDA room block start at the rate of \$149 plus tax and fees per day. The room reservation cut-off is January 11, 2024; however, space is limited and may sell out before this date. Information regarding hotel reservations and link to book in the CSDA room block will be emailed within 24 hours of registration.

CSDA rate includes: complimentary full, cooked-to-order breakfast buffet, complimentary Nightly Managers Reception, and complimentary guest room Wi-Fi.



EARLY BIRD DISCOUNT: The early bird discount for this location requires registration on or before Thursday, January 11, 2024.

Cancellations must be in writing and received by CSDA no later than January 11, 2024, at 5:00 p.m. All cancellations received by this date will be refunded less a \$75 cancellation fee. There will be no refunds for cancellations made after January 11, 2024. Substitutions are acceptable and must be done in writing no later than January 26, 2024, at 5:00 p.m. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.



April 14 – 17, 2024

**Embassy Suites
by Hilton San Diego Bay Downtown**

601 Pacific Hwy, San Diego, CA 92101

HOTEL ROOM RESERVATIONS: CSDA room reservations in the CSDA room block are available at the rate of \$194* or prevailing federal per diem at time of check in plus tax. The room reservation cut-off is March 19, 2024; however, space is limited and may sell out before this date. Information regarding hotel reservations and link to book in the CSDA room block will be emailed within 24 hours of registration. *current federal per diem as of 9/14/23 but subject to change

CSDA rate includes: complimentary full, cooked-to-order breakfast buffet, complimentary Nightly Managers Reception, \$40/night overnight parking, and complimentary guest room Wi-Fi.



EARLY BIRD DISCOUNT: The early bird discount for this location requires registration on or before Tuesday, March 19, 2024.

Cancellations must be in writing and received by CSDA no later than March 19, 2024, at 5:00 p.m. All cancellations received by this date will be refunded less a \$75 cancellation fee. There will be no refunds for cancellations made after March 19, 2024. Substitutions are acceptable and must be done in writing no later than April 5, 2024, at 5:00 p.m. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.



November 3 – 6, 2024

**Embassy Suites
by Hilton San Rafael - Marin County**

101 McInnis Parkway, San Rafael, CA 94903

HOTEL ROOM RESERVATIONS: CSDA room reservations in the CSDA room block start at the rate of \$166 plus tax and fees per day. The room reservation cut-off is October 13, 2024; however, space is limited and may sell out before this date. Information regarding hotel reservations and link to book in the CSDA room block will be emailed within 24 hours of registration.

CSDA rate includes: complimentary full, cooked-to-order breakfast buffet, complimentary Nightly Managers Reception, \$7/night overnight parking, and complimentary guest room Wi-Fi.



EARLY BIRD DISCOUNT: The early bird discount for this location requires registration on or before Sunday, October 13, 2024.

Cancellations must be in writing and received by CSDA no later than October 13, 2024, at 5:00 p.m. All cancellations received by this date will be refunded less a \$75 cancellation fee. There will be no refunds for cancellations made after October 13, 2024. Substitutions are acceptable and must be done in writing no later than October 25, 2024, at 5:00 p.m. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.



2024 Registration Form

Special District Leadership Academy Conference

(Use one form per registrant)

Three Ways to Register

- **Register online** by visiting the SDLA Conference website at sdla.csda.net.
- **Fax number:** 916-520-2465. All faxed registration forms must include credit card payment.
- **Mail:** CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814. Please include registration form and payment. Checks should be made payable to: California Special Districts Association.

Not sure if you are a member?

Contact the CSDA office at 877-924-2732 to find out if your agency or company is already a member. To learn more about the many benefits of CSDA membership, contact Member Services Director Cassandra Strawn at membership@csda.net or call toll-free at the number listed above.



Name/Title:		
<input type="checkbox"/> First-time Attendee <input type="checkbox"/> Returning Attendee		
District:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
<input type="checkbox"/> Member <input type="checkbox"/> Non-member	Email:	
Emergency Contact - Name & Phone:		
WHICH CONFERENCE WILL YOU BE ATTENDING?		
<input type="checkbox"/> FEBRUARY 4 – 7, 2024 - SAN LUIS OBISPO EARLY BIRD DISCOUNT: JANUARY 11, 2024 <input type="checkbox"/> CSDA Member \$720 <input type="checkbox"/> Non-member \$1,080 AFTER JANUARY 11 <input type="checkbox"/> CSDA Member \$775 <input type="checkbox"/> Non-member \$1,160	<input type="checkbox"/> APRIL 14 – 17, 2024 - SAN DIEGO EARLY BIRD DISCOUNT: MARCH 19, 2024 <input type="checkbox"/> CSDA Member \$720 <input type="checkbox"/> Non-member \$1,080 AFTER MARCH 19 <input type="checkbox"/> CSDA Member \$775 <input type="checkbox"/> Non-member \$1,160	<input type="checkbox"/> NOVEMBER 3 – 6, 2024 - SAN RAFAEL EARLY BIRD DISCOUNT: OCTOBER 13, 2024 <input type="checkbox"/> CSDA Member \$720 <input type="checkbox"/> Non-member \$1,080 AFTER OCTOBER 13 <input type="checkbox"/> CSDA Member \$775 <input type="checkbox"/> Non-member \$1,160
SEND MORE - SAVE MORE! -- SPECIAL DISCOUNTED PRICING!		
ADDITIONAL ATTENDEE FROM THE SAME DISTRICT BEFORE EARLY BIRD DISCOUNT <input type="checkbox"/> CSDA Member \$490 <input type="checkbox"/> Non-member \$735	ADDITIONAL ATTENDEE FROM THE SAME DISTRICT AFTER EARLY BIRD DISCOUNT <input type="checkbox"/> CSDA Member \$545 <input type="checkbox"/> Non-member \$820	
Payment		
<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express		
Acct. Name:		Acct. Number:
Expiration Date:	CVC:	Authorized Signature:
Special Needs (including Dietary, all special dietary needs must be indicated in advance of conference)		
<input type="checkbox"/> Vegetarian <input type="checkbox"/> Other:		

Consent to Use Photographic Images: Registration and attendance at, or participation in, CSDA meeting and other activities constitutes an agreement by the registrant to CSDA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

Anti-Discrimination and Harassment Policy: CSDA is dedicated to a harassment-free event experience for everyone. Our Anti-Discrimination and Harassment Policy can be found under "CSDA Transparency" at www.csda.net/about-csda/who-we-are.



Steady as you go.

When your team and ours all pull together, you get the sure-footed stability you need to proceed with confidence. As an extension of your staff, we are always at the sidelines delivering service and expertise. For everything from Workers' Compensation and Property/Liability coverages to Health Benefits options available throughout California, we are here to keep you going strong. For more information, visit sdrma.org.

SDRMA
SPECIAL DISTRICT RISK MANAGEMENT AUTHORITY

Maximizing Protection. Minimizing Risk.

800-537-7790 • SDRMA.ORG