

# PROGRAM AT-A-GLANCE

2017 MMASC Annual Conference • San Diego Marriott La Jolla

## Wednesday, October 25

- 7:30 AM**  
Annual Golf Tournament
- 8:00 AM - 9:30 AM**  
Check-In & Coffee
- 8:30 AM - 10:30 AM**  
Site Tour:  
North City Water Reclamation Plant
- 9:30 AM - 10:30 AM**  
Customer Service Workshop:  
Dealing with Difficult People
- 10:45 AM - 11:15 AM**  
Learning Lounge:  
Modern Mentoring
- 11:30 AM - 1:00 PM**  
Opening Session & Luncheon  
Make C.L.E.A.R. Your Path:  
Create a Professional Road Map
- 1:15 PM - 2:15 PM**  
Breakout Sessions:  
Staff Management  
CIP Needs Assessment  
Governments Engaging Youth
- 2:00 PM - 4:30 PM**  
Professional Headshots
- 2:15 PM - 2:30 PM**  
Break
- 2:30 PM - 3:00 PM**  
Power Talk:  
Lessons Learned on the Way Up
- 3:00 PM - 3:30 PM**  
Learning Lounge:  
Standing Out from the Crowd with Your Online Reputation
- 3:00 PM - 4:00 PM**  
Breakout Sessions:  
Emotional Intelligence  
Community Choice Aggregation
- 3:00 PM - 4:30 PM**  
Ethics & Integrity in the Workplace (CGL Course)
- 4:30 PM - 6:00 PM**  
MMASC Awards & Celebration Reception

## Thursday, October 26

- 7:00 AM - 9:00 AM**  
Continental Breakfast
- 8:00 AM - 9:30 AM**  
General Session:  
FBI Cybersecurity
- 9:45 AM - 10:45 AM**  
Breakout Sessions:  
Leadership Theory  
Changing Demographics  
Hack the Beach  
Professional Headshots
- 10:30 AM - 10:45 AM**  
Break
- 10:45 AM - 11:15 AM**  
Learning Lounge:  
Interviewing Tips & Tricks
- 10:45 AM - 11:45 AM**  
Breakout Sessions:  
Building & Managing a Multi-Generational Workforce  
Strategic Planning  
San Diego County Diversity & Inclusion
- 12:00 PM - 1:30 PM**  
General Session & Luncheon  
Kick *But* Solutions:  
Convert Obstacles Into Stepping Stones for Your Success
- 1:45 PM - 2:15 PM**  
Learning Lounge:  
Fiduciary Responsibility
- 1:45 PM - 2:45 PM**  
Breakout Sessions:  
Sharing Economy  
First 100 Days  
Cal-ICMA's Talent Focus Group Results
- 2:45 PM - 3:15 PM**  
Partner Networking Break  
Professional Headshots  
Resume Review
- 3:30 PM - 4:30 PM**  
Breakout Sessions:  
Baby on Board!  
Business Improvement Districts (BIDs)  
Ciclovia

- 4:30 PM**  
Annual Business Meeting
- 5:30 PM**  
Dinner On Your Own
- 7:30 PM - 10:00 PM**  
President's Reception

## Friday, October 27

- 8:00 AM - 9:00 AM**  
Light Breakfast
- 9:00 AM - 10:00 AM**  
Concurrent Sessions:  
MMASC Strategic Planning  
Speed Coaching
- 10:15 AM - 11:45 AM**  
Brunch With an Executive:  
Promoting Learning Agility and "Smart Risks"

