The theme of the 2014 Summer Session is “Developing Your Brand.” MMASC has brought together leaders in local government to discuss how today’s successful public sector professionals have maximized opportunities for career development.

WELCOME

“Welcome to one of MMASC’s signature events, the 2014 Summer Session. I am happy that all of you have joined us for what will be an outstanding event with learning experiences that can be used in your organization. Our Keynote Speaker, Scott Grossberg is renown for engaging your professional curiosity, and our two breakout sessions are prime examples of how you can better market yourself and your agency. I hope that each of you leave with a renewed commitment to “developing your brand” in all stages of your career.”

- Peter Castro
2013-14 MMASC President

2013-14 MMASC Executive Board

Peter Castro
President
City of La Cañada
Flintridge

Jorge Garcia
Vice President
City of Santa Ana

Gretchen Growson
Secretary
S.D. County Water Authority

Yoko Igawa
Treasurer
Foothill Transit

Maggie Le
Program Chair
City of Placentia

Alma Janabajab
Membership Chair
County of Santa Barbara

Brett Channing
Past President
City of El Cajon
Objective Thinking: Fundamentals & Applications

Stop Wishing. Start Having™ - What if you had the power to create real success in your life? What if all the things, people, places, and emotions you desire are just waiting to appear for you? And what if getting what you want is simple? Get ready for executive coaching on steroids! Scott Grossberg’s session on Objective Thinking will help you translate your thoughts and deeds into personal passwords to unlock and release the limitations you once had.

This presentation is about creating a powerfully pragmatic success plan and putting it into action. It will utilize interactive teaching techniques to transform you into an eager and curious professional with high and attainable career expectations.

8:30 Check-in and Breakfast

9:30 Key Note: Objective Thinking: Fundamentals  Embassy Room

10:45 Break

11:00 Key Note: Objective Thinking: Applications  Embassy Room

12:30 Networking Lunch/Sponsor Recognition  Vineyard Room

2:00 Afternoon Concurrent Sessions:

Internet Marketing & the Next Generation of Social Media
Boardroom
Filiberto Gonzalez, Social Impact Consulting
Ryder Smith, Tripepi Smith & Associates

A brand is important to a City’s identity, and municipal management professionals play an important role in maintaining/enhancing a City’s brand on a day-to-day basis. Professionals need to keep up with current trends and practices of social media and technology in order to be effective “branders.”

This panel of professional social media experts will provide an important overview of social media and related technology and also dive into how a City can effectively utilize platforms such as Facebook, Twitter and Instagram.

Managing Yourself: Creating Your Own Coaching Program
Clubroom
Tammy Letourneau, City of Costa Mesa
Scott Ochoa, City of Glendale

The impacts of the economic recession continue to linger in the job market. Some municipal management professionals still find themselves unemployed or “underemployed.”

Tammy Letourneau and Scott Ochoa, seasoned local government professionals, will share their insights by discussing strategies on how to become a more valuable employee and establish a valuable mentor relationship. The panel will also identify other avenues to build a professional network and develop your skills. This session will give you the tools necessary to be in the best position to take advantage of your future.

3:30 MMASC/USC Reception, H’orderves and No Host Bar  Vineyard Room
Join your colleagues to reflect on the day’s sessions and create new professional connections.
Summer Session Sponsored by

In Partnership with MMASC’s Sponsors:

Diamond
Keenan

Gold
STIFEL

Silver

Summer Session Committee Members

Kevin Kearney, Co-Chair
Carl Alameda, Co-Chair
City of Bradbury
City of La Cañada Flintridge

Peter Castro
Donna Finch
Melinda Grodsky
Alex Hernandez
Jessica Hernandez
La Cañada Flintridge
Rancho Cucamonga
Los Angeles
Santa Clarita
Cudahy

Peter Hong
Greg Kwolek
Matthew Levesque
William Norris
Arabo Parseghian
Jacqueline Ruiz
Irvine
La Cañada Flintridge
Santa Clarita
Long Beach
La Cañada Flintridge
Duarte