
AMSA's 2004 Winter Conference
From Crisis to Opportunity. . .
Strengthening Your Utility's Assets

February 3-6 2004
Loews Santa Monica Beach Hotel
Los Angeles, California
(current to 1/26/04)

♦ - Board of Directors Committee

(Note: All meeting rooms are on the Fifth Floor of the hotel unless otherwise noted)

Tuesday, February 3

Morning

11:00 – 4:30 Registration
Arcadia Foyer

Afternoon

12:30 – 1:30 Budget & Audit Committee ♦
Suite 631
(6th Fl.)

1:45 – 2:45 Membership Committee ♦
Suite 731
(7th Fl.)

1:45 – 3:15 Wet Weather Issues Committee
Catalina Ballroom
(Lobby Level)

3:00 – 4:15 Wastewater Infrastructure Funding Task Force
Arcadia C

4:15 – 5:15 Pretreatment & Hazardous Waste Committee
Palisades CD

Evening

6:00 – 7:30 Welcoming Reception/Meet & Greet
Pool Deck
(Lobby Level)

Wednesday, February 4

Morning

7:30 – 8:45 Legislative Policy Committee

*Catalina Ballroom
(Lobby Level)*

8:00 – 4:30 Registration

Arcadia Foyer

9:00 – 12:00 **Opening Remarks**

Arcadia Ballroom Thomas “Buddy” Morgan*
 AMSA President
 General Manager
 Montgomery Water Works
 & Sanitary Sewer Board
 Montgomery, AL

Welcoming Remarks

The Honorable Valerie Lynne Shaw*
President, Board of Public Works
City of Los Angeles
Los Angeles, CA

GENERAL SESSION I – STRENGTHENING YOUR WORKFORCE

Keynote Address

BRIDGING THE TALENT GAP:

RECRUITING & RETAINING A MULTIGENERATIONAL WORKFORCE

Lynne Lancaster & David Stillman*
Authors, *When Generations Collide*
Co-Founders, BridgeWorks

10:50 – 11:00 **BREAK**

Presentation

THE CHANGING WORKFORCE. . . CRISIS AND OPPORTUNITY (Part I)

Ralph Charlton*
Co-Chair, AMSA Management and Operations Committee
Member, AMSA/AMWA Changing Workforce Workgroup
Director of Fiscal Services
Alexandria Sanitation Authority
Alexandria, VA

Alan Manning*
Chairman Emeritus

EMA, Inc.
St. Paul, MN

Closing Remarks/ Announcements

Thomas “Buddy” Morgan *
AMSA President

Afternoon

12:15 – 2:00

Palisades AB

Board of Directors Meeting

2:00 – 3:30

Arcadia Ballroom

GENERAL SESSION I - STRENGTHENING YOUR WORKFORCE (cont.)

Opening Remarks

Thomas “Buddy” Morgan*
AMSA President

Presentation

THE CHANGING WORKFORCE... CRISIS AND OPPORTUNITY (Part II)

Alan Manning*
EMA, Inc.
St. Paul, MN

Closing Address

SUCCESSION PLANNING -

A PRACTICAL APPROACH TO A GROWING NEED

Benson Rosen*
Chair, Management and Organizational Behavior
Faculty Director, Water and Wastewater Leadership Center
Executive Education
Kenan-Flagler Business School
University of North Carolina - Chapel Hill
Chapel Hill, NC

Closing Remarks/ Announcements

Thomas “Buddy” Morgan *
AMSA President

3:45 – 4:45

Palisades CD

Biosolids Management Committee

3:45 – 5:00

*Catalina Ballroom
(Lobby Level)*

Management & Operations Committee

Evening

6:00 – 7:30

Excellence in Management Recognition Reception

Arcadia Ballroom

Thursday, February 5

Morning

7:30 – 8:45

Regulatory Policy Committee

Palisades Salon

8:00 – 4:30

Registration

Arcadia Foyer

9:00 – 12:00

Opening Remarks

Arcadia Ballroom

AMSA EYES THE FUTURE THROUGH STRATEGIC PLANNING

William Schatz*

AMSA Vice President

General Counsel

Northeast Ohio Regional Sewer District

Cleveland, OH

GENERAL SESSION II - STRENGTHENING YOUR RELATIONSHIPS

Keynote Address

CRITICAL COMMUNICATIONS. . .

BUILDING SUPPORT, GAINING TRUST

Frank Luntz*

President

Luntz Research Companies

Arlington, VA

10:15 – 10:30

BREAK

Panel Presentation

STRENGTHENING 'CUSTOMER' RELATIONSHIPS

Moderator:

Marian Orfeo*

Member, AMSA Board of Directors

Director of Planning and Coordination

Massachusetts Water Resources Authority

Boston, MA

Panelists:

Rate Increases & Customer Relations

Dean Marriott*
Director
City of Portland
Bureau of Environmental Services
Portland, OR

Opening Communication Channels During Facility Construction

Erika Peterson
Community Relations Lead
King County Wastewater Treatment Division
Seattle, WA

Fostering Positive Press Relationships

Patrick Karney*
Director
Metropolitan Sewer District of Greater Cincinnati
Cincinnati, OH

Law Enforcement as a Customer... Security and the Public Utility

Suzanne Goss*
Analyst, Legislative & Regulatory Affairs
JEA (An Electric, Water & Sewer Regional Utility)
Jacksonville, FL

Internal Customers... Why Are They Important?

Paul Thormodsgard*
Executive Director
Green Bay Metropolitan Sewerage District
Green Bay, WI

Closing Remarks/ Announcements

William Schatz*
AMSA Vice President

12:00 – 2:00
Catalina A
(Lobby Level)

Awards Committee

12:00 – 2:00
Palisades Salon

Legal Affairs Committee *(lunch meeting)*

2:00 – 3:30
Arcadia Ballroom

GENERAL SESSION II - STRENGTHENING YOUR RELATIONSHIPS (cont.)

Opening Remarks
William Schatz*

AMSA Vice President

Presentation – Strengthening Relationships Among Programs
**CONTINUAL IMPROVEMENT IN UTILITY MANAGEMENT –
A FRAMEWORK FOR INTEGRATION**

Opening Remarks:

James G. Horne*
Special Assistant
U.S. Environmental Protection Agency
Washington, DC

Speakers:

Rob Greenwood*
Vice President
Ross & Associates, Inc
Seattle, WA

Diane Taniguchi-Dennis*
Public Works Director
City of Albany
Albany, OR

Address

BRINGING AN ASSET MANAGEMENT FOCUS TO SEATTLE PUBLIC UTILITIES

Nancy Ahern*
Deputy Director,
Seattle Public Utilities
Resource Management Branch
Seattle, WA

Closing Remarks/ Announcements

William Schatz*
AMSA Vice President

3:30 – 5:00
Palisades Salon Water Quality Committee

3:30 – 5:00
Catalina B
(Lobby Level) Air Quality Committee

Evening
5:45 *Meet in Lobby to Walk to Pacific Park Reception*

6:00 – 7:30 *Reception*

*Pacific Park on the
Santa Monica Pier*

Friday, February 6

Morning

8:00 – 10:00 Registration

Arcadia Foyer

9:00 – 11:00 **GENERAL SESSION III -- STRENGTHENING YOUR FACILITIES**

Arcadia Ballroom **Opening Remarks**

William Schatz*

AMSA Vice President

Keynote Address

PROTECTING YOUR INFRASTRUCTURE

David Weinberg*

Senior Technical Advisor

U.S. Department of Homeland Security

Washington, DC

Panel Discussion

ENHANCING WASTEWATER UTILITY SECURITY – THE NATION PREPARES

Speaker/Moderator:

Curt Baranowski*

Environmental Protection Specialist

Water Protection Division

U.S. Environmental Protection Agency

Washington, DC

Panelists:

Paula Dannenfeldt*

Deputy Executive Director

Association of Metropolitan Sewerage Agencies

Washington, DC

James Sullivan*

Water Security Project Director

Water Environment Federation

Alexandria, VA

Glenn Reinhardt*

Executive Director

Water Environment Research Foundation
Alexandria, VA

Closing Remarks/ Adjourn

William Schatz*
AMSA Vice President

Afternoon

1:00 - 3:00

Hyperion Tour (optional)

Attendees at AMSA's 2004 Winter Conference are invited to tour the City of Los Angeles' Hyperion Treatment Plant. The Hyperion Treatment Plant is the largest of four wastewater treatment and water reclamation plants operated by the City of Los Angeles, Bureau of Sanitation. Over two-thirds of Los Angeles' Wastewater is treated at Hyperion. The plant processes an average dry weather flow of 370 million gallons of wastewater daily and has a dry weather capacity of 450 MGD. Peak wet weather flows as high as 1,000 MGD can be handled. Serving 4 million people, Hyperion is one of the technologically advanced wastewater treatment facilities in the world. In 2000, The Hyperion Treatment Plant was named as one of the American Public Works Association's Top Ten Public Works Projects of the Twentieth Century.

To register, please indicate your intention to participate on your conference registration form.