

SDAO

SPECIAL DISTRICTS
ASSOCIATION OF OREGON



2021 ANNUAL CONFERENCE

February 3-4, 2021 | A DIGITAL EVENT



2021 ANNUAL CONFERENCE

SDAO invites you to join us for our annual conference on February 3rd and 4th! This year's event will mark our 42nd anniversary hosting this conference for our special district members. Due to the pandemic, we have decided to make the 2021 conference a completely virtual event for the safety of our members, sponsors, and staff. In an effort to honor your continued steadfast work within your communities throughout the various crises that have affected our state this year, we are providing this conference to our members at **no cost**.

Although it may look and feel different from all of the rest, we have planned an exceptional program for you. As in previous years, we will be offering over 20 educational sessions and multiple opportunities for interacting with your colleagues. We will kick off the conference on Wednesday, February 3rd with an update from SDAO Executive Director Frank Stratton and Board President Michele Bradley. Breakout sessions, caucus meetings, exhibitor trade show, and networking opportunities will follow. Brush up on your trivia because after sessions on Wednesday,

you will be invited to join a virtual trivia game. You will be placed in groups and compete against other teams for bragging rights to be the trivia team champions.

Thursday will continue with more conference breakout sessions, the Annual Business Meeting, the exhibitor tradeshow, and the Awards Ceremony. The Awards Ceremony will be a time we will celebrate the outstanding work of our special district members.

Be sure to register by January 25th to secure your access to all our top-of-the-line training sessions, caucus meetings, exhibitor tradeshow, and networking events, all viewable from the comfort of your own home, office, beach chair – the options are endless. The training sessions will be recorded so if there are particular sessions you find useful or ones that you missed, you can rewatch them at your convenience up to three months following the conference.

We look forward to seeing you all, virtually, on February 3rd and 4th! Register today at: <https://cvent.me/7kNroQ>.

CONFERENCE HIGHLIGHTS

- *20+ Breakout Sessions*
- *Caucus Meetings & SDAO Board Member Nominations*
- *Virtual Exhibitor Trade Show*
- *Annual Business Meeting & Board Member Elections*
- *SDAO Awards Ceremony*
- *Online Trivia Game*

VIRTUAL EXHIBITOR TRADE SHOW

Special districts have a multitude of service needs and product requirements that our exhibitors can meet. On both Wednesday and Thursday, the Virtual Exhibitor Trade Show providers will showcase their products and services.

CAUCUS MEETINGS & SDAO BOARD MEMBER NOMINATIONS

Separate virtual Zoom caucus meetings are scheduled for fire, irrigation, park and recreation, ports, sanitary, water, and at-large districts. This is an opportunity to meet with peers to conduct caucus business, discuss current legislative issues, and make nominations for vacant SDAO board member positions.

ANNUAL BUSINESS MEETING & BOARD MEMBER ELECTIONS

The Annual Business Meeting will include a presentation of the previous year's annual report, audit and financial report, caucus meeting reports, board member elections, and other association business.

AWARDS CEREMONY

The SDAO Awards Program gives recognition to member districts for accomplishments which allow them to provide better services to the public and honors individuals who have contributed substantially to the improvement and successful operation of their organization. These awards celebrate the ingenuity, creativity, and diversity of our members.

ONLINE TRIVIA GAME

Who said a virtual conference can't be fun and interactive? Join us Wednesday at the conclusion of the day for a live game hosted by TriviaHub where your team will compete against other teams for the highest trivia score! Teams will be selected at random at the beginning of the game.

HOW TO REGISTER

Registration is now open on our conference registration website. For more information and to register, please visit <https://cvent.me/7kNroQ>. If you have any questions about registration, please call Member Services at 800-285-5461.

<https://cvent.me/7kNroQ>

The information in this packet is subject to change. Visit the conference website to view the most up-to-date information and conference materials.

SCHEDULE OF EVENTS

WEDNESDAY, FEBRUARY 3, 2021

8:30 - 9 AM	Login "Doors" Open
9 - 9:30 AM	Opening Session
9:30 - 9:45 AM	Break
9:45 - 10:45 AM	Concurrent Breakout Sessions
10:45 - 11 AM	Break
11 AM - Noon	Concurrent Breakout Sessions
Noon - 1 PM	Lunch Break & Networking
1 - 2:30 PM	Caucus Meetings
2:30 - 3 PM	Virtual Exhibitor Trade Show
3 - 4:30 PM	Networking Reception & Trivia Game

THURSDAY, FEBRUARY 4, 2021

8 - 8:30 AM	Login "Doors" Open
8:30 - 9:30 AM	Concurrent Breakout Sessions
9:30 - 9:45 AM	Break
9:45 - 10:45 AM	Concurrent Breakout Sessions
10:45 - 11 AM	Break
11 AM - Noon	Concurrent Breakout Sessions
Noon - 1 PM	Lunch Break & Networking
1 - 2:30 PM	Annual Business Meeting
2:30 - 3 PM	Virtual Exhibitor Trade Show
3 - 4:30 PM	Awards Ceremony & Closing Remarks

BOARD MEMBER ELECTIONS

Expiring positions on the SDAO Board of Directors will be open for election at the Annual Business Meeting on Thursday, February 4th. Positions open for nomination and the current representatives include:

WATER

- *Todd Heidgerken, Clackamas River Water*

PORT

- *Michele Bradley, Port of Tillamook Bay*

PARK & RECREATION

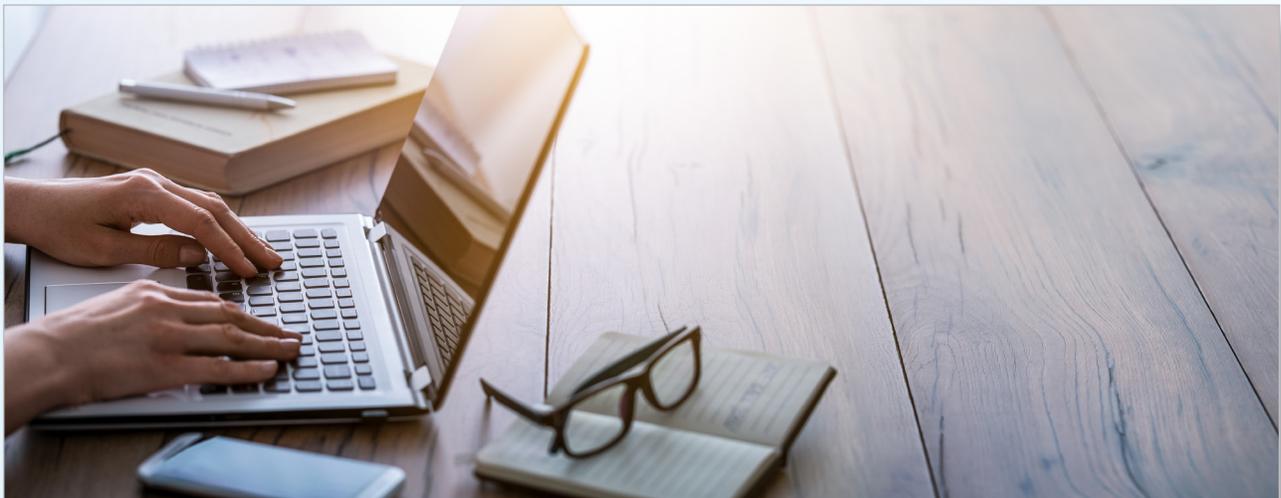
- *Jennifer Holland, Sisters Park & Recreation District*

TRUE AT-LARGE (Not from Big Six*)

- *Emily Stumpf, Multnomah County Drainage District #1*
- *Kathy Kleczek, Sunset Empire Transportation District*

Board members are elected for two-year terms extending from July 1, 2021 through June 30, 2023.

** Big six districts include fire, irrigation, park and recreation, ports, sanitary, and water.*



ACCESS TO THE CONFERENCE PLATFORM & SESSION HANDOUTS

For the last several years, we have had a conference app that attendees could access prior to the conference to post to the news feed, view up-to-date conference information, and access conference handouts. This year, we will not have the app, as all of this information will be available on the conference platform itself. Prior to the conference, registered attendees will receive an email notifying them once they are able to access the platform to set up their profiles and download available handouts. Once registered, watch your email inbox for all conference updates!

Conference Schedule

WEDNESDAY - FEBRUARY 3, 2021

Login “Doors” Open | 8:30 – 9 AM

Start your day by getting acquainted with the SDAO conference platform hosted by Showcare. View the conference schedule, grab a notebook and pen, and get ready for your sessions! If you have not already done so in advance, make sure to set up your profile and add information about yourself so others can reach out to you to chat. We recommend adding a photo so other attendees can see who they are talking to. During this time, you can join roundtable Zoom meetings or even set up your own and invite others to join and network. If you need assistance, SDAO staff members will be available at our virtual exhibitor booth to help answer questions.

Opening Session | 9 – 9:30 AM

Join Executive Director Frank Stratton and SDAO Board President Michele Bradley for our opening session as we kick off the 2021 SDAO Annual Conference. Frank and Michele will review association updates and give a general overview of what you can expect from our virtual event.

Break | 9:30 – 9:45 AM

Concurrent Sessions | 9:45 – 10:45 AM

Basics of Public Contracting in Oregon

Eileen Eakins, NW Local Government Legal Advisors



Public contracting can be intimidating, but understanding a few key concepts can help you successfully navigate this complex terrain. In this 60-minute session, attorney Eileen Eakins will review and summarize Oregon's public contracting laws and give you practical tips for staying in compliance with the law.

**Board Leadership Academy: Module 2: Public Contracting*

**Fire District Directors Academy: Module 2: Public Contracting*

Effective Performance Management and Discipline

Chris Duckworth, CDR Labor Law



Join Chris for a survey of tools and strategies to correct poor employee performance and address employee misconduct.

**SDAO Academy: HR/Personnel Management: Performance Management/Documentation/Discipline (5 Credits)*

District Response and Lessons Learned During the COVID-19 Pandemic

Speaker Panel - Mike Jacobs, Tualatin Valley Water District; Brandy Warburton, Port of Morrow; Jason Jantzi, SDAO

Join Jason Jantzi, SDAO Risk Management Consultant and designated COVID-19 resource person, as he facilitates a discussion with special district leaders regarding the COVID-19 pandemic. Our panel will review how various types of districts responded to the rapid adjustment to new regulations, workplace changes, revenue loss, and general lessons learned along the way. Jason will also offer an update on the current climate of the pandemic and provide key insights on important things your district needs to know going forward.

Grant Writing Basics: Strengthen Your Narrative

Laura Prado, PARC Resources

This one-hour workshop focuses on the narrative; a key component in grant writing. During this session, we will explore ways to optimize the narrative for improved grant writing success and streamlining the process. The information is applicable to all types of grant applications, including private, state, and federal funding sources. Outcomes from this session are to learn proven tips and techniques to strengthen their narrative when pursuing grant funding.

Break | 10:45 – 11 AM

Concurrent Sessions | 11 AM – Noon

Basic Strategic Planning, Roadmap for Your District's Future



George Dunkel, SDAO

A strategic plan is a document that establishes the direction of an organization. It can be a single page or fill up a binder, depending on the size and complexity of the district and organizational needs. All special districts can benefit from having a strategic plan. The process of developing a plan helps the district step back and examine where they are, where they want to go, and how they are most likely to get there. In the absence of a plan, work still gets done on a day-to-day basis but often lacks a sense of purpose and priority. SDAO Senior Consultant George Dunkel will outline the basic planning elements to help district boards and managers understand the types of plans and the steps necessary to develop a successful plan for the district.

**SDAO Academy: District Management: Strategic Planning (5 Credits)*

Employee Hiring and Management in the Digital and Virtual Environment



Spencer Rockwell, SDAO

Join Spencer Rockwell for a discussion about employee hiring and management when (nearly) everything is done remotely. Spencer will address how to modify the hiring and interview process when you do not get to meet the person face-to-face and provide advice on guidance on successful management of employees in their remote locations. Lastly, Spencer will talk about the "social media" aspect of remote work—and not just about Facebook, Instagram, and TikTok.

**SDAO Academy: HR/Personnel Management: Hiring Practices/Performance Management (5 Credits)*

Eye of the Storm - Fundamentals of Protecting Your Organization



Anders Erickson and Matthew Solomon, Eide Bailly

Research and industry experts predict that cybersecurity attacks will continue to rise as hackers and cyber criminals constantly look for new targets. Most organizations recognize that the sustainability of their operations and business is dependent upon protecting the personal and confidential information with which they are entrusted. Experienced leaders also realize that it's difficult to know where to start, which direction to go, and how to get there. At the end of this session, attendees will understand why cyber risk creates such a threat and learn some practical insights to help reduce their risk of being the victim of a cyber-attack.

**SDAO Academy: Risk Management/Operations: Cyber Risks (5 Credits)*

A Return to Abnormal

Jason Elissalde, Celebrate Your WHY

As we start thinking of what a post-pandemic world may look like, we need to take a moment to discuss what it is we have actually gone through, and the impact it has had on both us and the communities we serve. During these increasingly unpredictable times, this session will discuss the importance of acknowledging what we have gone through, how we have gotten through it, and where it is we go from here. See how to thrive in this chaos by not just accepting change, but embracing it, while shifting from "this is what has happened to me", to "this is what I can make happen."

Lunch Break & Networking | Noon – 1 PM

Take a lunch break and if you have extra time, peruse the virtual exhibitor showroom or join a roundtable discussion to network with other attendees who are from similar district types or in similar roles.

Caucus Meetings | 1 – 2:30 PM

Separate virtual caucus meetings are scheduled via Zoom on our conference platform for fire, irrigation, park and recreation, ports, sanitary, water, and at-large districts. This is an opportunity to meet with peers to conduct caucus business, discuss current legislative issues, and make nominations for vacant SDAO board member positions.

Virtual Exhibitor Trade Show | 2:30 – 3 PM

Providers will showcase their products and services and be available to video chat to answer questions. Special districts have a multitude of service needs and product requirements that our exhibitors can meet. This is also the time to visit the virtual exhibitor booths to find clues hidden for our virtual scavenger hunt game. Attendees who find all the clues will be entered into a raffle to win a prize.

Networking Reception and Trivia Game | 3 – 4:30 PM

Join us for a time to connect with other attendees and sponsors. This will also be a time to have some fun. We hope you brushed up on your trivia skills, we will have a live game hosted by TriviaHub where you will work with others on a team to compete for the highest score!

SDAO ACADEMIES

Professional & Board Member
Development Programs



Learn more about our professional and board member development programs on our website at www.sdao.com/sdao-programs-services. Here you can get specific program information and download an enrollment form and self-tracking worksheet.

If you have any questions, please contact SDAO Member Services at 800-285-5461 or email memberservices@sdao.com.

THURSDAY - FEBRUARY 4, 2021

Login “Doors” Open | 8 – 8:30 AM

Concurrent Sessions | 8:30 – 9:30 AM

Intergovernmental Agreements: What, How and When



George Dunkel, SDAO

Oregon's special districts have the authority under ORS 190 to enter into contracts, also known as intergovernmental agreements (IGAs), with other government agencies. Join SDAO Senior Consultant George Dunkel in an interactive discussion concerning the use and development of IGAs. Basic elements will be outlined as well as relative information on common uses.

**SDAO Academy: District Management: Intergovernmental Affairs/Agreements (5 Credits)*

The Changing Workplace

Liani Reeves and John Stellwagen, Bullard Law

This program will review how the events of 2020—including a global pandemic, widespread social unrest and protests, and an election—will change the workplace going forward and what employers should expect going into 2021, including anticipated changes that will come with a new administration.

Analyzing Exposure to Risk



Greg Jackson, Troy DeYoung,
Phil Wentz and Dan Davenport, SDAO

There are several different elements to the risk management process. Our panel of risk management professionals will discuss how to analyze risk, evaluate those risks using the risk matrix and hierarchy of controls, and develop a risk control plan. They will also review other risk factors that districts must consider.

**Board Leadership Academy: Module 3: Analyzing Exposure to Risk*

**Fire District Directors Academy: Module 4: Analyzing Exposure to Risk*

Legislative Summary

Hasina Wittenberg and Mark Landauer, SDAO

The Oregon State Legislature convenes for its long session in January. Expected to run through June, SDAO staff will track hundreds of pieces of legislation affecting all types of special districts. Our government affairs team will provide an overview of SDAO legislative priorities and provide insight into potential positive and negative legislation that will affect special districts. Districts interested in pending legislation should not miss this legislative update.

Break | 9:30 – 9:45 AM

Concurrent Sessions | 9:45 – 10:45 AM

Advanced Board Skills: Choosing Collaboration & Clarity Over Chaos



Christy Monson, Local Government Law Group

All over the world, citizens are shaking their heads as their leaders resort to childish squabbling, name-calling, and deflection instead of leading with honesty, integrity, honor and respect. In this one-hour session, we will discuss why this type of misbehavior has such a strong pull on modern-day elected officials; how to recognize when an honest disagreement is turning into chaotic conflict; how your board can plan for, address, and honor differences of opinion without compromising ideals; and what you can do when disagreement turns ugly and becomes detrimental to your entire community.

**SDAO Academy: District Management: Board Relations (5 Credits)*

**Board Leadership Academy: Module 1: Representing the Board*

**Fire District Directors Academy: Module 1: Representing the Board*

Concurrent Sessions (continued) | 9:45 – 10:45 AM

Cultural Diversity: What is it and Why Does it Matter?



Judy Clark, HR Answers

Creating a work environment where diversity is valued and honored isn't as simple as knowing the numbers or spouting clichés. Diversity doesn't just mean differences in races, genders, or ages. It is much more complicated and nuanced than that. Diversity encompasses differences in values, thought processes, backgrounds, and education – just to mention a few. This session will provide information about the way our differences affect us, methods to better communicate when differences are significant, and highlight specific actions that we can take to develop a more diversity-respectful workplace. Spiced with humor and real-life business experiences, this lively session will help attendees deal with this complex subject and better understand their own values, beliefs, and stereotypes.

**Board Leadership Academy: Module 4: Cultural Diversity*

**Fire District Directors Academy: Module 5: Cultural Diversity*

Trends in Sexual Harassment and Discrimination Litigation

Angela Smith and Teri Dragoo, SDAO

Join consultants Teri Dragoo and Angela Smith to be better prepared to recognize and respond to situations that can lead to sexual harassment lawsuits – from the obvious to the subtle. Essential to running a public entity, right decisions regarding employees, colleagues, and coworkers can be a balancing act discerning the difference between appropriate and inappropriate behavior in the workplace. Sexual harassment issues and lawsuits are extremely costly and can damage an organization's reputation, recruiting, retention and bottom line.

2020 Oregon Wildfires: How to Prepare for and Recover from Unexpected Disasters

Speaker Panel

The devastation from the 2020 Oregon wildfires was completely unexpected and eye-opening. Being prepared for emergencies and disasters is becoming more and more critical as events such as these become more commonplace. During this panel discussion, we will hear from leaders at Oregon's special districts that were affected by the fires. They will discuss how they prepared, the events that unfolded, and the next steps they are taking to rebuild their communities.

Break | 10:45 – 11 AM

Concurrent Sessions | 11 AM - Noon

Basic Budgeting and Finance Concepts



Rob Moody, Merina + Co and David Ulbricht,
SDAO Advisory Services

Join Rob Moody and David Ulbricht as they review basic budgeting and finance concepts for special districts. Learn how to budget for indebtedness, refinance of indebtedness, and establish appropriate funds.

**Board Leadership Academy: Module 2: Local Budgeting and Finance*

**Fire District Directors Academy: Module 2: Local Budgeting and Finance*

Hot Topics in Workers' Compensation

SDAO Speaker Panel - Gina Wescott, Toni Martin, Katherine Taylor, Cheryl Hartman, K'Lynn Wiley, and Dustin Karstetter

Now that 2020 is finally in the rear-view mirror, "talk show host" Gina Wescott will be joined by *inquiring minds* (the SDAO Workers' Compensation Department) for an entertaining discussion on the important issues in workers' compensation over the past year.

Concurrent Sessions *(continued)* | 11 AM - Noon

A View from the Top: Harassment Claims Against Elected Officials Under SB 479



Dee Rubanoff and Chandra Hatfield, Peck Rubanoff and Hatfield

Dee and Chandra will discuss the history of this new legislation, how the legal framework for workplace harassment claims has changed, and the challenges that are faced by public employers when an elected official is accused of workplace harassment.

**SDAO Academy: HR/Personnel Management: Harassment and Discrimination (5 credits)*

**Board Leadership Academy: Module 4: Harassment and Discrimination*

**Fire District Directors Academy: Module 5: Harassment and Discrimination*

How to Tell Your Story: Messaging in a Time of Shrinking Revenues and Budget Constraints



Sloane Dell'Orto, Streamline

Storytelling is a skill that all organizations should master, but none more so than special districts. When it comes to fighting for your budget, getting approval for a rate increase, or changing the way you provide services, if you haven't effectively communicated your value, how can you expect to be successful? In this session we'll explore a variety of storytelling strategies that will help you communicate your value, which types of storytelling are most effective for what medium, and more. We'll also touch on some guerrilla marketing tactics that can help you get the word out, inexpensively.

**SDAO Academy: District Management: Public Relations (5 Credits)*

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*Scheduling, session offerings, and other information contained in this brochure is subject to change.
All registrants will be notified of any adjustments to the schedule or content.*



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