

*Alabama City/County Management Association*

*Course 1: Leadership and Effective Public Management*

Central Alabama Electric Coop  
Prattville, Alabama  
October 20-21, 2016

*PRELIMINARY AGENDA*

**Thursday, October 20th**

- 10:00 AM     **Public Management and Democratic Government**
- What is public service?
  - How is administration different in the public sector?
- Instructor: *Joe Sumners Ph.D., GEDI*
- 10:45 AM     Break
- 11:00 AM     **The Role of the Professional Manager**
- Ethics and professionalism
  - Roles of the public manager
  - Maintaining effective relations with elected officials
- Instructor: *Randall Reid, Southeast Regional Director, ICMA*
- Noon         Lunch
- 1:00 PM     **The Role of the Professional Manager (cont.)**
- Instructor: *Randall Reid, Southeast Regional Director, ICMA*
- 2:30 PM     Break
- 2:45 PM     **Key Issues in Local Government Management: Panel Discussion**
- Moderator: *Randall Reid, Southeast Regional Director, ICMA*  
Panel of Expert Practitioners:
- 4:15 PM     Adjourn

**Friday, October 21st**

- 8:00 AM     **Leadership and Strategic Planning**
- Traits of effective leaders
  - Leadership style
  - Strategic planning
- Instructor: *Bill Sauser Ph.D., Professor Emeritus*
- 9:30 AM     **Break**

9:45 AM

**State and Local Government: Alabama Basics**

- Alabama Constitution
- State government: structure and powers
- Local government: structure and powers
  - Municipal government
  - County government
- Government and the economy

Instructor: *Joe Sumners Ph.D., GEDI*

12:00 PM

**Evaluation and Adjournment**



AUBURN UNIVERSITY

GOVERNMENT AND ECONOMIC  
DEVELOPMENT INSTITUTE

**ACCMA Local Government Professional  
Management Certificate Program**

***Course 1: Leadership and Effective Public Management***

**Instructors:**

**Joe Sumners, Ph.D.** – is Executive Director of the Government & Economic Development Institute at Auburn University. He is the author of numerous publications on the topic of rural economic and community development, including *Beyond the Interstate: The Crisis in Rural Alabama* (January 2003) and *Crossroads and Connections: Strategies for Rural Alabama* (October 2004). He wrote a chapter (with Amelia Stehouwer), “Politics and Economic Development in the Southern Black Belt,” for *The Oxford Handbook of Southern Politics* (Oxford University Press, 2012). He has coordinated a multi-year Kettering Foundation research project in Alabama’s Black Belt and published articles that focus on the link between civic engagement and community economic prosperity. He recently authored the publication, *Community Questions: Engaging Citizens to Address Community Concerns*.

He is a member of the Auburn University graduate faculty and teaches the graduate seminar, “Economic Development and Competition,” as the core course in the University’s Graduate Minor in Economic Development. He previously taught at the University of Georgia, the University of Alabama at Birmingham, and Stephen F. Austin State University.

He has over 20 years of outreach experience working with communities and local governments in Alabama, with extensive experience assisting communities with strategic planning and civic engagement initiatives. He served as a technical advisor to the Alabama Task Force on Economically Distressed Counties, Alabama’s Black Belt Action Commission, and Alabama Rural Action Commission. He is a founding Board member of the Alabama Communities of Excellence Program and is on the Board of Directors for the David Mathews Center for Civic Life. He received his BS (summa cum laude) and MA degrees from Auburn University and his Ph.D. in Political Science from the University of Georgia.

**Randall Reid** - serves as Southeast Regional Director & Director of Performance Initiatives for the International City and County Management Association. As Southeast Regional Director he assists ICMA deliver Association services to member communities and assist in professional capacity building. As Director of Performance Initiatives he has assisted the development of ICMA Insights, a new performance management platform for local government powered by SAS Analytics, which has over 120 cities and counties as participants.

He has 40 years of experience in local government serving as the County Manager of Martin, Alachua, and Sarasota County in Florida, and as the City Manager of Green River, WY and Titusville, Fl. Mr. Reid started his career as an intern in Vandalia, Ohio and rose to Assistant City Manager.

Randy has served as President of the Florida City and County Management Association and the Great Open Spaces City Management Association consisting of (5) Rocky Mountain States. He has chaired the FCCMA Ethics Committee and served on the Florida League of Cities Board of Directors, the Alliance for Innovation Board of Directors and the Florida Association of Counties Foundation Board. He has served on many ICMA committees and chaired the ICMA Sustainable Communities Advisory Committee. He holds a Master of Public Administration Degree (MPA) from the University of Dayton and a BA in Public Administration from Miami University of Ohio.

**William I. Sauser, Jr. Ph.D.** – is a professor emeritus of management in the Harbert College of Business at Auburn University. Dr. Sauser earned his BS in management and MS and PhD in industrial/organizational psychology at the Georgia Institute of Technology and an MA in business ethics from the University of Wales. He is licensed to practice psychology in Alabama and holds two specialty diplomas from the American Board of Professional Psychology. Dr. Sauser's interests include organization development and change, strategic planning, human relations in the workplace, business ethics, and continuing professional education. He is a frequent consultant to public, private, and voluntary-sector organizations and has been awarded the 2003 Frederick W. Taylor Key by the Society for Advancement of Management, th 2012 Harbert College of Business Excellence in Outreach Award, and the 2013 External Consulting Award and 2014 Algernon Sydney Sullivan Award by Auburn University. He also received Auburn Author Awards in 2012, 2014, and 2015.