



**EMBRACING
SUSTAINABILITY:
RISING TO THE CHALLENGE
THROUGH LEADERSHIP**

CAMA 2009

**WHISTLER, BRITISH COLUMBIA
JUNE 1 – 3 2009**

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CAMA Conference Registration Fee

CAMA member: \$550 + \$27.50 GST = \$577.50/participant

Future member: \$650 + \$32.50 GST = \$682.50/participant

Registration fees include all conference sessions, a conference shirt, Trade Show, Opening Reception, breakfasts, breaks, lunches, Inaugural CAMA Hockey Game, “Whistler” Evening, Olympic Sports Venues Study Tour and the President’s Dinner. **Save time and paper by registering online.**

Delegates Registration:

<http://www.civicinfo.bc.ca/conference/cama2009.asp>

Partners Registration:

http://www.civicinfo.bc.ca/conference/cama2009_partners.asp

Golf Registration (Open to Delegates and Partners):

http://www.civicinfo.bc.ca/conference/cama2009_golf.asp

Online registration services will be available until May 25, 2009.



THE PRESIDENT'S MESSAGE



The world will be coming to Whistler, BC in 2010 for the Winter Olympic Games. How fortunate for us we have the opportunity to experience Whistler almost a full year earlier by attending our annual conference, June 1 – 3 in this beautiful resort town.

Each time we seek the membership's opinions on what you want and expect from CAMA, the results come back loud and clear: personal and professional development, networking opportunities to learn from peers, and a chance for personal growth. The annual conference is your premier opportunity to invest in your learning and growth in the company of your peers. This year's conference theme of Embracing Sustainability tackles one of the largest looming professional challenges municipal Administrators face. This is a tremendous opportunity to hear from such visionary thinkers as Guy Dauncey and to discuss the implications for action with your colleagues. Working with colleagues facing like-issues can help clarify strategies for your own municipalities.

It has been an exciting year for your Board of Directors working with the Strategic Plan you approved at our last Conference. I look forward to meeting you all in Whistler this spring, and talking with you more about the future of your professional organization.

This will be a popular event – I invite you to use our on-line registration system to reserve your spot now. See you in Whistler!

Owen Tobert, P. Eng
CAMA President

THE WHISTLER MAYOR'S MESSAGE



On behalf of the Resort Municipality of Whistler and its residents, I would like to welcome members of the Canadian Association of Municipal Administrators (CAMA) to Whistler for the 38th annual CAMA Conference.

As a Whistler resident for more than 30 years, I know first-hand how unique our resort community is. We are the first community ever to receive the designation of Host Mountain Resort for Olympic and Paralympic Games, and our Olympic dreams have strong roots. In partnership with VANOC, we are committed to deliver an outstanding 2010

Olympic and Paralympic Winter Games.

With our Olympic competition venues completed and construction well underway on the Whistler Athletes' Village, we are ready to showcase Whistler to the world. We are proud to be involved in hosting one of the most sustainable Games, too, as we continue to work towards our community's sustainability vision: Whistler2020.

I invite you to experience Whistler for yourself. Visit our alpine and nordic event venues and the Whistler Sliding Centre before the Games, tour the newly built Squamish Lil'wat Cultural Centre, or simply enjoy the spectacular views and year-round recreation opportunities in our resort community. I promise the magic and charm of Whistler won't soon leave you.

Whistler is honoured to be hosting the 2009 CAMA conference. On behalf of Whistler, I wish you an enjoyable stay and inspiring conference.

Ken Melamed
Mayor of Whistler



THE WHISTLER CAO'S MESSAGE



We are pleased to welcome members of the Canadian Association of Municipal Administrators to Whistler, Host Mountain Resort of the 2010 Olympic and Paralympic Winter Games.

Whistler is a community of close to 10,000 permanent residents located 120 kilometres north of Vancouver in the beautiful Coast Mountains. We take a lot of pride in Whistler's vision, which is to be the premier mountain resort community—as we move toward sustainability.

Whistler has established Whistler 2020: our strategic vision and process for continued success to the year 2020, and beyond. It is an ambitious step on a longer journey to a sustainable future.

Our community has invested, and continues to invest an incredible amount of time, energy, and commitment into Whistler 2020... And our organizing committee for the CAMA conference has created a program experience that will take you into the heart of this extraordinary journey.

We have successfully integrated our 2010 plans into our Whistler 2020 vision. It is incredible to be building community legacies through the Games journey, to take us toward our long term vision.

On behalf of staff at the Resort Municipality of Whistler and the community, we would like to extend a warm welcome and best wishes for a successful conference.

Bill Barratt
CAO Whistler

SUNDAY, MAY 31

4:00 p.m. to 8:00 p.m.

Early Bird Registration

9:00 a.m. to 5:00 p.m.

CAMA Board of Directors Meeting



MONDAY, JUNE 1 – PRE-CONFERENCE DAY

Conference Programming — at a glance

Pre-golf registration	6:15 a.m. – 7:30 a.m.
Golfer's breakfast	7:00 a.m. – 8:00 a.m.
Shotgun start at Whistler Golf Course	8:00 a.m.
Trade Show exhibitor set up	11:00 a.m. – 3:00 p.m.
Conference registration	12:00 p.m. – 8:00 p.m.
Pre-Conference Workshop	2:00 p.m. – 4:00 p.m.
First-Time Delegates Reception	6:00 p.m. – 7:00 p.m.
Opening reception at Trade Show	7:00 p.m. – 10:00 p.m.
Hospitality Suite	10:00 p.m. – Midnight

6:15 a.m. to 7:30 a.m.

Pre-Golf Registration

7:00 a.m. to 8:00 a.m.

Continental Breakfast at the Whistler Golf Club Clubhouse (Palmers Bar and Grill)

For registered golfers only

8:00 a.m.

Shotgun start at the Whistler Golf Club

For registered golfers only

7:00 a.m. to 3:00 p.m.

CAMA Golf Tournament Whistler Golf Club

Cost: \$150 plus GST per participant (includes continental breakfast and lunch)

Shotgun start at 8:00 a.m.



The Whistler Golf Club was rated “#1 Golf Destination in Canada” by Golf Digest and is the first championship designed golf course in Canada by Arnold Palmer.

Enjoy the surrounding spectacular mountain views, ancient cedars and majestic fir trees which line the fairways, along with winding streams, lakes and white sand bunkers on perfectly manicured greens while you play this signature design par 71, 18 hole golf course.

The Whistler Golf Club is conveniently located nearby the main Whistler Village – 8 minute walk from Fairmont to golf course. Transportation available for clubs and gear.

12:00 a.m. to 8:00 p.m.

Registration

2:00 p.m. to 4:00 p.m.

Community Revitalization Through Brownfield Redevelopment

Cost: \$70 plus GST per delegate Speakers TBD

Sponsored by FCM

In these difficult economic times there has been a renewed interest in community revitalization strategies and sustainable development at the municipal level. Brownfield redevelopment is a particularly attractive way of stimulating the local economy and providing social and environmental gains, but municipalities have been reluctant to develop these sites because of environmental, legal and financial concerns. However, a growing number of Canadian municipalities have successfully overcome these challenges and redeveloped brownfield properties, creating economic, social and environmental benefits.

This innovative and interactive session will bring together provincial, private sector and municipal representatives to explore the current state of brownfield redevelopment in Canada and consider the opportunities and challenges these sites present for Canadian municipalities. Speakers will include private and public sector practitioners who have hands-on experience in the art and science of community revitalization and brownfield development.

After participating in this workshop, managers will be able to identify opportunities for brownfield remediation and redevelopment within their communities, suggest appropriate redevelopment tools and strategies to their peers and staff, and identify sources of remediation and redevelopment funding. In addition, participants will have the opportunity to work with their peers to identify common challenges, consider potential solutions, and create a supportive network of brownfield practitioners from across the country. There will be a limit of 50 participants to ensure adequate time to interact with speakers and facilitate group discussions. Join us to explore the exciting potential of brownfield sites and the potential benefits for your community!

6:00 p.m. to 7:00 p.m.

First-Time Delegates Reception

7:00 p.m. to 10:00 p.m.

Opening Reception at Trade Show

10:00 p.m. to Midnight

Hospitality Suite

TUESDAY, JUNE 2 – CONFERENCE

Tuesday, June 2 Conference Programming — at a glance

Conference registration	7:00 a.m. – 4:00 p.m.
Breakfast	7:00 a.m. – 8:00 a.m..
Opening Ceremonies	8:00 a.m. – 8:15 a.m.
Keynote Speaker: Ken Melamed	8:15 a.m. – 9:00 a.m.
Presentation: Ted Battiston	9:00 a.m. – 10:00 a.m.
Trade Show Refreshment Break	10:00 a.m. – 10:30 a.m.
Keynote Speaker: Tod Maffin	10:30 a.m. – 12:00 p.m.
Community Leadership Awards Luncheon	12:00 p.m. – 1:00 p.m.
Desert and Coffee at Trade Show	1:00 p.m. – 1:30 p.m.
Keynote Speaker: Guy Dauncey	1:30 p.m. – 2:30 p.m.
Special Presentations: Best Green Practices	2:30 p.m. – 3:30 p.m.
Trade Show Refreshment Break	3:30 p.m. – 4:00 p.m.
Special Event: Inaugural CAMA Hockey Game	4:00 p.m. – 5:30 p.m.
“Whistler” Evening: Squamish Lil’wat Cultural Centre	6:30 p.m. – 9:00 p.m.
Hospitality Suite	10:00 p.m. – Midnight

7:00 a.m. to 4:00 p.m.

Conference Registration

7:00 a.m. to 8:00 a.m.

Breakfast

8:00 a.m. to 8:15 a.m.

Opening Ceremonies

8:15 a.m. to 9:00 a.m.

Keynote Speaker: Ken Melamed, Whistler Mayor

Whistler's Journey Towards Sustainability

Sponsored by IBM Canada Ltd.



Community Sustainability Planning is sweeping Canada, and Whistler is leading the way with an inspiring model for community sustainability in action. Whistler2020 is our shared vision and plan for continued success to the year 2020 – and an ambitious step on a longer journey to a sustainable future.

It is a story of shared values using common language for a sustainable future: a story of collaborating for success, bringing community groups and business together to work with local government, and supporting participatory democracy, in which diverse groups of citizens create actions and monitor progress. The process is surprisingly easy, and is a catalyst for community building and global change.

9:00 a.m. to 10:00 a.m.

Presentation: Ted Battiston, RMOW Manager of Sustainability Initiatives

Whistler 2020 On The Ground – A Focus on Energy and Emissions Management



In 2007, The Resort Municipality of Whistler was recognized as the first community in Canada to have achieved the fifth and final milestone within the Partners for Climate Protection Program.

This presentation will present detailed community and corporate emission patterns identifying key trends and emerging issues in community emissions management. Detailed energy costs will also be presented to demonstrate the size of the energy expenditures at multiple scales and sectors across the community and organization – the impact of rising fuel costs, carbon taxes and voluntary 'neutrality' commitments will also be juxtaposed beside the municipalities approach to conservation 'investments'.

10:00 a.m. to 10:30 a.m.

Trade Show Refreshment Break

10:30 a.m. to 12:00 p.m.

Keynote Speaker: Tod Maffin

Recruiting the Face Book Generation – Winning the New Race for Talent



They're fickle, media-savvy, highly-connected and living on the cutting-edge of technology. The Facebook Generation knows it's in the driver's seat in the workforce these days. Employers worldwide are scrambling to understand what makes this unique generation tick. If your organization thinks grooming your future leadership is about placing stale ads in papers and using old-school recruiting techniques, there's a nasty shock in store. Leading-edge companies are harnessing the powerful networking forces in social media websites like Facebook, MySpace, and YouTube to find and recruit the future workforce. In this talk,

Tod Maffin walks you through the challenges involved in this new world of talent management and delivers invaluable insights into the future generation of workers: where to find them, how to attract them, and how to keep them engaged, motivated and fully productive.

12:00 p.m. to 1:00 p.m.

Community Leadership Awards and luncheon

1:00 p.m. to 1:30 p.m.

Dessert and Coffee at Trade Show

1:30 p.m. to 2:30 p.m.

Keynote Speaker: Guy Dauncey

The Global Climate Crisis – Seeking Solutions that Work



The warnings that we are being given by climate scientists around the world are dire. Likewise, warnings about the future of the world's oil supply.

Could our civilization survive without fossil fuels? This is the challenge we must embrace, for the sake of our children and grandchildren. In this powerful presentation, Guy Dauncey presents evidence from around the world that demonstrates that communities can not only survive but flourish in a sustainable, joyful culture. The small town of Gussing, in Austria, has eliminated 93% of its CO² emissions since 1995. San Francisco is heading towards

Zero Waste by 2020. In Copenhagen, 36% of all commute trips are done by bike. Sweden is planning to end its entire dependency on oil by 2020.

Guy's illustrated presentation will present many positive stories about how communities are tackling these crucial problems, and encourage us to have faith in our ability to do likewise.

2:30 p.m. to 3:30 p.m.

Special Presentation: Best Green Practices Winners

Brief presentations from Municipalities “Best Green Practices” winning submissions.

Come and learn about best green practices from your colleagues across Canada. These presenters have been selected by the CAMA Board of Directors for their winning submissions from a CAMA inspired national competition held for municipalities over January - February 2009. See page 14 for details and how to apply.

3:30 p.m. to 4:00 p.m.

Trade Show Refreshment Break

4:00 p.m. to 5:30 p.m.

Special Event: Inaugural CAMA Hockey Game Meadow Park Sports Centre East Versus West Challenge

Departure from Fairmont Chateau Whistler Lobby



This is going to be a fantastic first annual event for CAMA. Meadow Park Sports Centre is world-renowned as a chosen venue for hosting great hockey, and is the proud home of the Team Canada and the Vancouver Canucks training camps. Dig out your hockey gear and bring it to Whistler for this monumental face-off of East versus West. Players of all levels are encouraged to join in the fun. Qualified skate attendants are on hand offering a full service skate shop. Skate rentals and helmets are available.

6:30 p.m. to 9:00 p.m.

“Whistler” Evening Squamish Lil’wat Cultural Centre

Departure from Fairmont Chateau Whistler Lobby



Come on a cultural journey as you become immersed in our local aboriginal heritage of the Squamish and Lil’wat Nations at Whistler’s distinctive Squamish Lil’wat Cultural Centre. This will be a memorable evening, rich in ancient traditions – from your warm welcome to the Great Hall, to dining on authentic foods and beverages, and guided museum tours and theatre viewings. You’ll have the opportunity to experience and explore this modern interpretative building of a traditional longhouse and its treasured, historical artifacts while you’re entertained for the evening by our local ambassadors.

10:00 p.m. to Midnight

Hospitality Suite



WEDNESDAY, JUNE 3

Wednesday, June 3 Conference Programming — at a glance

Conference registration	7:00 a.m. – 2:30 p.m.
Breakfast	7:30 a.m. – 8:30 a.m.
CAMA Annual General Meeting	8:30 a.m. – 9:30 a.m.
Keynote Speaker: Deborah Curran	9:30 a.m. – 10:30 a.m.
Trade Show Refreshment Break	10:30 a.m. – 11:00 a.m.
Keynote Speaker: Cassie Campbell	11:00 a.m. – 12:00 a.m.
CAMA Awards of Excellence and luncheon	12:00 p.m. – 1:15 p.m.
Trade Show Closing Ceremonies	1:15 p.m. – 2:00 p.m.
Olympic Sports Venues Study Tour	2:30 p.m. – 4:30 p.m.
CAMA Board Meeting	4:15 p.m. – 5:00 p.m.
President's Reception and Dinner	6:30 p.m. – 10:00 p.m.
Hospitality Suite	10:00 p.m. – Midnight

7:00 a.m. to 2:30 p.m.

Conference Registration

7:30 a.m. to 8:30 a.m.

Breakfast

8:30 a.m. to 9:30 a.m.

CAMA Annual General Meeting

9:30 a.m. to 10:30 a.m.

Keynote Speaker: Deborah Curran, President and Chair, Whistler Centre for Sustainability

Drafting Sustainable Bylaws and the Whistler Centre for Sustainability



Canadians understand that the primary indicator of sustainable and livable communities is a healthy natural environment. Increasingly, local governments are integrating the “green infrastructure,” those natural and engineered ecological processes that are part of the environment, into the way that land is developed. The result of this attention are new developments that not only contribute to overall ecological functioning of a region, but are also key components of community identity and health, active transportation networks, and more efficient infrastructure systems. From urban growth boundaries to development permit areas for protection of the natural environment, local governments are using a variety of policies and bylaws to maintain ecosystem function. This session will focus on emerging sustainability trends in Canada, and particularly in B.C., of local governments greening their bylaws and, at the same time, increasing property values, community health, and infrastructure efficiencies.

10:30 a.m. to 11:00 a.m.

Trade Show Refreshment Break

11:00 a.m. to 12:00 p.m.

Keynote Speaker: Cassie Campbell (Former Captain of Canada’s National Women’s Hockey Team)

Leadership Lessons from a Hockey Icon



Bold, dynamic, and passionate, Cassie Campbell draws on her accomplishments, on and off the ice, to explore the important intersections between leadership and teamwork, how to generate focus and maintain determination, and how to use internal and external sources of motivation to continue driving toward success. Campbell has tremendous impact on corporate, athletic, and youth audiences and never fails to leave them inspired to pursue their goals even through the most challenging and competitive terrain.

12:00 p.m. to 1:15 p.m.

CAMA Awards of Excellence Luncheon

1:15 p.m. to 2:00 p.m.

Trade Show Closing Ceremonies

2:30 p.m. to 4:30 p.m.

Olympic Sports Venues Study Tour

Transportation will be provided - leaving from the Fairmont Chateau Whistler lobby.



For the first time in Olympic history, the International Olympic Committee has bestowed the designation of Host Mountain Resort upon a community-recognizing Whistler's significant role in staging and hosting the 2010 Olympic and Paralympic Games Winter Games. This Study Tour will include the following Whistler Olympic Sporting Venues:

The Whistler Sliding Centre – host of the bobsleigh, luge and skeleton events during the Olympic Games, and will provide a visitor, athletes and event hosting legacy post Games.

The venue features a new 1,450-metre competition-length concrete sliding track, refrigeration facilities, support buildings and access road.

The Whistler Olympic/Paralympic Park – the competition venue for biathlon, ski jumping, Nordic combined and cross-country ski events during the Games. Post Games, it will be a legacy for enjoyment of local residents, visitors and athletes in a variety of uses from recreational to high-performance.

Whistler Creekside – host of the downhill skiing events. This venue is an existing part of Whistler Mountain and as a result of the Games has received reshaping of the men's and ladies downhill courses and enhanced snow making capabilities.

6:30 p.m. to 10:00 p.m.

President's Reception and Dinner

10:00 p.m. to 12:00 a.m.

Hospitality Suite



Best Green Practices

Special Challenge and Opportunity to Showcase Your Municipality's Best Green!

Sustainability Challenge to CAMA Members

CAMA members—share your municipality's 'best green' and get noticed! Embracing Sustainability is our theme for this year's conference so we're dedicating one of our sessions to sharing best practices. We want to hear about your community's best sustainability practices. Diversity is key in battling against climate change and we can learn from each other. Share your story on how you're making a difference!

We encourage you to submit an executive summary (one to two pages) of your "best green practice" to the CAMA National Office by e-mail (admin@camacam.ca) no later than February 15th, 2008. The CAMA Board at their March 4, 2009 meeting will consider all submissions.

Successful candidates will present their best green practices at our 2:30 - 3:30 p.m. session on Tuesday, June 2. All submissions will be summarized as part of an e-Brief following the Conference. Submissions will be classified according to size of community for small (under 20,000), and large (over 20,000) populations respectively.



DAYTIME PARTNER'S PROGRAM

Tuesday, June 2 10:00 a.m. – 3:00 p.m.
River of Golden Dreams Pedal/Paddle

Guided tour - includes lunch.

With an experienced naturalist guide you'll pedal to Alta Lake, then paddle across the lake and down the beautiful River of Golden Dreams. Your bike will be waiting for you at the end of your paddle, you can then explore some local mountain bike trails before riding back to the village.

The level of difficulty is rated moderate, with a tour length of 4 –5 hours, including lunch.

Wednesday, June 3 10:30 a.m. – 1:30 p.m.
Aboriginal Craft

Squamish Lil'wat Cultural Centre - includes lunch.

You'll learn about traditional aboriginal art symbols through painting a wooden rattle and learning a traditional song. Join a local Ambassador for lunch and be taught about the significance and symbolism of bannock and learn it's recipe.



Partner's Program: \$195.00 + GST

Includes the Opening Reception, Tuesday's "Whistler" Evening, Wednesday's President Dinner and Daytime Partner's Program.

CAMA CONFERENCE 2009

For more information contact us:

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