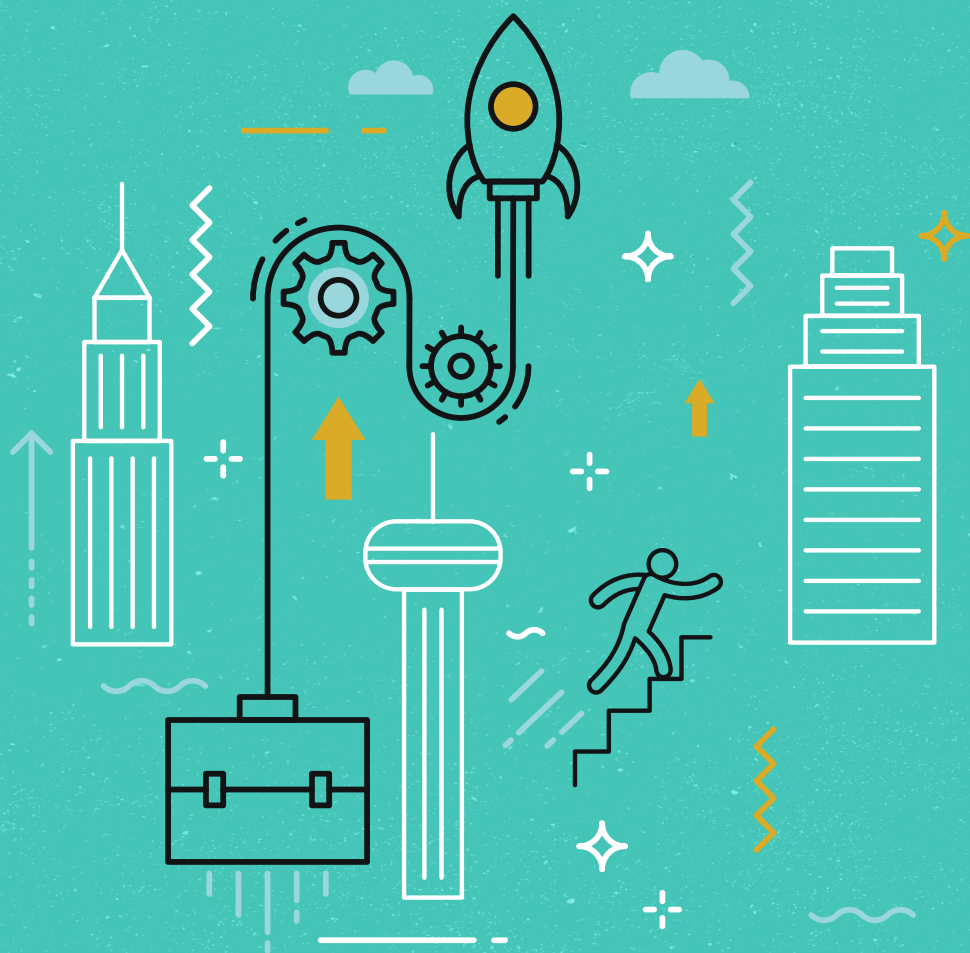


# 21st

## Annual UMSAT Leadership Conference



**Evolving Leadership**

11.8.2018



As we celebrate our City's Tricentennial, we reflect on how our community has been shaped over time by the world around it. Changes in technology, economics, and leadership have allowed the City to create an identity known around the world and be resilient in the face of these constant changes.

Like our great city, each one of us must adapt our careers to the world around us.

This year's conference entitled "Evolving Leadership" will focus on how great leaders adapt to changes in their environment including overcoming personal obstacles, planning for advances in technology, and thinking outside the box to solve unique problems. This year's conference will provide you with insight and new skills to grow as a leader and better prepare yourself for what's ahead.

# Agenda

## 21st Annual UMAST Leadership Conference

Evolving Leadership  
November 8th, 2018  
The Witte Museum

**12:00–1:00 PM:** Registration & Check-In  
Prassel Auditorium Lobby

**1:00 PM:** City Manager's Welcome  
Prassel Auditorium

**1:30 PM:** Keynote  
Leadership is a Contact Sport, Daron K. Roberts  
Prassel Auditorium

**2:45–3:30 PM:**

**Option A:** Curated Tour of Tricentennial Exhibit and  
Commemorative Book Reading  
Exhibit Hall / Will Smith Classroom

**Option B:** Networking With a Purpose, Maggie Seay,  
Emerald Fox Marketing & Consulting  
Prassel Auditorium

**Option C:** Digital Transformation, Craig Hopkins,  
City of San Antonio  
Memorial Auditorium

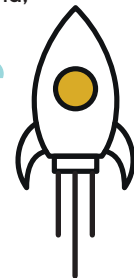
**3:45–4:30 PM:**

**Option A:** Curated Tour of Tricentennial Exhibit and  
Commemorative Book Reading  
Exhibit Hall / Will Smith Classroom

**Option B:** Engaging Your Community, Sereniah Breland,  
City of Pflugerville  
Prassel Auditorium

**Option C:** On Demand Local Government Trends,  
Kirsten Wyatt, ELGL  
Memorial Auditorium

**5:00–7:00 PM:** Networking Mixer  
Valero Great Hall







**Sheryl Sculley**  
City Manager of San Antonio



**Daron K. Roberts**  
Founding Director, Center for Sports Leadership & Innovation at the University of Texas



**Maggie Seay**  
Co-Founder and Principal at Emerald Fox Marketing & Consulting



**Sereniah Breland**  
City Manager of Pflugerville



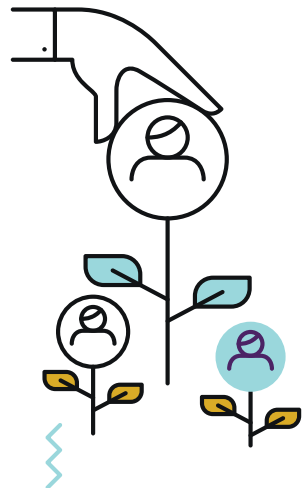
**Craig Hopkins**  
Chief Information Officer for the City of San Antonio



**Kirsten Wyatt**  
Co-founder and Executive Director of Engaging Local Government Leaders (ELGL) Network



**Bruce M. Shackelford**  
Texas History Curator - Witte Museum



## City Manager's Welcome

Sheryl Sculley began serving as City Manager of San Antonio, Texas almost 12 years ago in November 2005. With 40 years of experience in city management, Mrs. Sculley is now the Chief Executive Officer of a municipal corporation of 12,000+ employees, an annual operating and capital budget of \$2.4 billion, and a city population of over 1.4 million residents. During her tenure, she has appointed executive leadership, reorganized City departments, streamlined City business systems, improved customer service, and elevated the professionalism of local government through the City's Core Values: Teamwork, Integrity, Innovation, and Professionalism.

Throughout her career, Mrs. Sculley has actively participated in non-profit boards of directors as a community volunteer and City management professional. She has served on the San Antonio United Way Board of Directors since 2007 and was the 2013 Campaign Chair, raising a record-breaking \$52.5 million. She served on the Greater Phoenix Economic Council Board of Directors and Executive Committee for 10 years and is a Life Trustee of the Heard Museum of Native American Art. Mrs. Sculley has also led fundraising efforts for the education of single mothers, victims of domestic violence, and research for the cure of autism.



## Daron K. Roberts

Founding Director, Center for Sports Leadership & Innovation at the University of Texas

Daron K. Roberts is a former NFL coach and author of *Call an Audible* (Greenleaf 2017). *Call an Audible* was named a #1 New Release and Best Seller by Amazon, and Sports Illustrated selected the book as one of its “Best Sports Business Books of 2017.”

Currently, Roberts serves as Founding Director of the Center for Sports Leadership and Innovation (CSLi) at the University of Texas. He created CSLi in the fall of 2014. The Center is the first university-based institute dedicated to developing leadership and character curriculum for high school, collegiate and professional athletes. Through the Center, Roberts teaches a course – A Gameplan for Winning at Life– to incoming freshmen student-athletes.

“**Best Sports Business Books of 2017.**”

— Sports Illustrated

**1:30 PM: Keynote**

Leadership is a Contact Sport, Daron K. Roberts  
Prassel Auditorium

In the fall before his third year at Harvard Law School, Roberts decided to pursue a career in football coaching. He leveraged an unpaid position into an assistant coach position. Today Daron serves as founding director of the Center for Sports Leadership & Innovation (CSLI) at the University of Texas. As a lecturer at the University of Texas, he focuses on issues of leadership and innovation in the sports arena. In this talk, Daron will lead an engaging conversation on how we can assemble the building blocks for reinvention. This talk will be energetic, unpredictable and most importantly, impactful.

**2:45–3:30 PM: Breakout Session 1**

**Option A: Curated Tour of Tricentennial Exhibit and Commemorative Book Reading**  
Exhibit Hall / Will Smith Classroom

Take a guided tour of the Tricentennial exhibit with curator Bruce Shackleford and see how San Antonio has evolved into a city recognized around the world. After your tour, sit down for a reading of the new book from Trinity Press entitled 300 Years of San Antonio & Bexar County.

**Option B: Networking With a Purpose, Maggie Seay, Emerald Fox**  
Marketing & Consulting  
Prassel Auditorium

Being able to connect in meaningful ways at professional events is much more than perfecting your socializing skills: It's the backbone of building an effective, strong and lasting network. Being able to meet new people and encounter new opportunities with confidence and enthusiasm at networking events can also be the first step in developing long-term, mutually beneficial relationships throughout your career.

**During this training session attendees will learn how to do the following:**

- Navigate the crowd at networking events
- Understand the importance of a professional network Develop an "Elevator Speech"
- How to make appropriate small talk
- General event etiquette & behavior - business cards, nametags, drinking limits, following up, etc.

**Option C: Digital Transformation, Craig Hopkins, City of San Antonio**  
Memorial Auditorium

Are you ready to lead a digital transformation in our City? In your department? On your team? Our employees and residents are waiting for us to take the lead.

Many believe that a digital transformation is IT's responsibility to implement and integrate new technologies like social, mobile, analytics, artificial intelligence, and cloud. In reality, a digital transformation doesn't lie in the technologies individually, it stems from how we integrate them into exceptional experiences that transform our business

model, revolutionize how we work together, and dramatically change residents lives in our community.

As servant leaders, we need to be obsessed about our customer, willing to create disruption, be unreasonably aspirational, and more, all to deliver quality City services that create prosperity for all. Join me to learn how you can be a leader in this digital transformation.

**3:45–4:30 PM: Breakout Session 2**

**Option A: Curated Tour of Tricentennial Exhibit and Commemorative Book Reading**  
Exhibit Hall / Will Smith Classroom

Take a guided tour of the Tricentennial exhibit with curator Bruce Shackleford and see how San Antonio has evolved into a city recognized around the world. After your tour, sit down for a reading of the new book from Trinity Press entitled 300 Years of San Antonio & Bexar County.

**Option B: Engaging Your Community, Sereniah Breland, City of Pflugerville**  
Prassel Auditorium

Sereniah Breland is the current City Manager of Pflugerville Texas. In this presentation Sereniah will share with you her unconventional path to becoming a City Manager, the way she's adapted the traditional City Management role to better serve her community, and remind us of the reason many of us are drawn to public service to begin with. She will cover a variety of topics including creating a community through engaging employees (that then will engage the community), producing your message as a community that is energized, being proactive in framing public discussion, the power of public art, and parties...lots of parties.

**Option C: On Demand Local Government Trends, Kirsten Wyatt, ELGL**  
Memorial Auditorium

Brainstorm about the local government trends that you're most interested in, tweet them to [@elgl50](#) and [@kowsyatt](#), and Kirsten Wyatt from the Engaging Local Government Leaders (ELGL) network will curate an on-demand presentation about those topics. We'll also have sticky notes for you to write down the trends you want to hear about at the registration table if you're not on Twitter. It's like Netflix, but instead of shows and movies, it's local government trends and topics.



# Unwind

after the conference and join us for some casual networking with fellow attendees at the Witte's Valero Great Hall. Cocktails and appetizers will be provided, and if you weren't able to see the Tricentennial Exhibit, it will be open for self-guided tours.



# UMAST Executive Committee

**Kristopher Ryan, President**  
**Ian Benavidez, President-Elect**

**Cody Shown, Treasurer**

**Dani Salas, Secretary**

**Deirdre Murphy, Immediate Past President**

## UMAST Conference Planning Committee

**Lauron Fischer, Conference Chair**

**Isaac Bernal**

**Flor Salas**

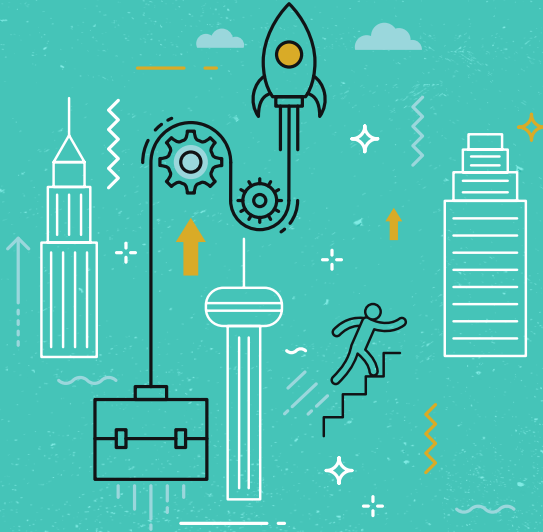
**Randall Polasek**

**Julie Cox**

**Irma Duran**

**Mayra Elizondo**

**Pedro Reyes**



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Strategic Government Resources  
**Region 8**