



**NATIONAL LEAGUE OF CITIES ★ LEADERSHIP TRAINING INSTITUTE**



**Creating Sustainable Communities for the 21st Century:**



**Asset-Based Community Development**

**January 27-29, 2005  
Marriott Riverfront Hotel  
Savannah, Georgia**

LEADERSHIP  
TRAINING INSTITUTE

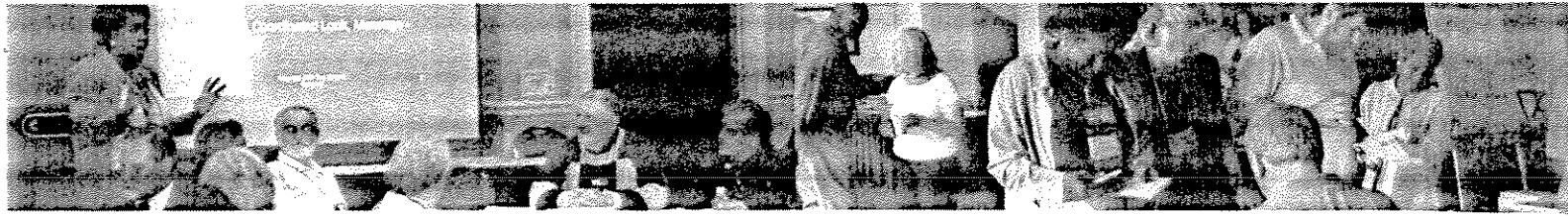


**NLC's Leadership Training Institute**



**Institute for Youth, Education, and Families**

**Co-Sponsored by the Georgia Municipal Association and the Kentucky League of Cities**



**Cities, towns and villages across the U.S. are struggling to make ends meet. Municipal governments are being asked to provide more with either the same or falling revenues, even though the price of energy, health care, and basic services are rising.**

A growing debate is moving across America about the future of our cities; how do we build sustainable communities and cities that thrive rather than just survive. One argument states that thriving cities will be built around attracting and retaining a creative class of citizens to spark new ideas for innovation and economic opportunity. Another espouses the need to go back to the basic roots of economic growth that encompasses traditional industrial models of the 20th century.

### **Creating the Sustainable Community**

Communities need strategies that are sustainable, strategies that will increase their capacity to continue to meet all their needs – economic security, social services, strengthened families, effective governance, and environmental health.

Sustainable Communities are based on an integrated system with economic, political-governmental, social, and ecological dimensions, all of which are interdependent. A sustainable community is one that meets its needs and aspirations without reducing the ability of its future generations to meet their needs as well.

### **Asset-Based Community Development: Building Strong Community Partnerships**

Community partnerships must be organized where people in everyday life are at the center of their community. Servant institutions must be developed that are skilled at supporting community groups to get stronger. Community inclusion

strategies must be used to bring a growing circle of people into contribution to their community. Learn how to get beyond agency services and involve the wider community; associations, congregations, residents, & local business.

### **Engaging Your Community – A Partnership That Works**

Solving community problems and building a strong community require the assets of everyone. City officials need to know how to build strong sustainable communities that incorporate citizens into finding the solutions. Local city leaders need the tools that can help them accomplish what often seem like competing objectives. Learn to rediscover and mobilize local assets to build more self-reliant communities.

### **Strengthening Families to Create Vibrant, Sustainable Communities**

Strong families and neighborhoods are the key to successful community-building – just as important to healthy, vibrant cities as are the physical infrastructure of roads, sewers, and other investments in bricks and mortar. How can you help strengthen the middle class while building pathways for more families to become middle class? What are low-cost measures to provide high-yield returns for families, neighborhoods, and your local economy?

Local officials have critical leadership responsibilities to improve outcomes for local families through efforts to expand jobs with family supporting wages and benefits, help families develop assets,

promote work supports, invest in children and youth, and strengthen neighborhood networks.

Join leading trainers and experts as they guide you through an engaging program that will have you explore and identify your own community's strengths and challenges. Learn effective strategies and engage in results-oriented problem solving to strengthen your work at home. You and every citizen in your community not only have a stake in the community, but in its success.

### **Seminar Learning Objectives:**

- Understand community systems in a new way as you learn innovative strategies that are both sustainable and will increase your community's capacity to meet all of its needs.
- Explore community systems and develop institutional support to strengthen and nurture community development work.
- Discover how to utilize ABCD – Asset-Based Community Development tools including small grants, capacity inventories, association mapping, and institutional self-inventories.
- Understand the concept of the 'New City' and visualize what that looks like through images from around the world.
- Broaden your appreciation and understanding of how strong families are the key to vibrant, sustainable communities.



# Creating Sustainable Communities for The 21st Century: Asset-Based Community Development

*The preliminary schedule of events (subject to change).*

## Thursday, January 27th

2:00 – 6:00 p.m. Registration

## Friday, January 28th

8:00 a.m. Continental Breakfast

8:30 – 12:00 noon Opening Session

**Conference Moderator**

★ Otis Johnson

**Advancing Sustainable Community Development**

★ William Shutkin

**Creating the Intentional City**

★ Sylvia Lovely

12:00 – 1:30 p.m. Lunch

1:30 – 5:00 p.m. **Building Communities from the Inside Out - ABCD**

★ Henry Moore

6:00 – 7:30 p.m. Reception

## Saturday, January 29th

8:00 a.m. Continental Breakfast

8:30 – 12:00 noon Concurrent Workshops

**A: Strengthening Families: Practical Approaches for Municipal Leaders**

[Co-sponsored by the Annie E. Casey Foundation]

★ Jolie Pillsbury and Dennis Campa

**B: The Key to Sustainable Communities**

★ Gwendolyn Hallsmith

12:00 – 1:30 p.m. Lunch

1:30 – 3:00 p.m. Concurrent Workshops

**A: Strengthening Families: Overcoming Challenges, Getting Results**

[Co-sponsored by the Annie E. Casey Foundation]

★ Jolie Pillsbury and Dennis Campa

**B: Implementing a Sustainable Community Plan of Action**

★ Sylvia Lovely and Tad Long

3:00 p.m. Seminar concludes

### Core Competency:

Collaborator/Catalyst... 8 Credits in the Certificate of Achievement in Leadership program

### Leadership Training Institute:

As part of NLC's mission to create stronger communities, the Leadership Training Institute (LTI) serves as a learning and resource center for local government leaders. More than 3,000 mayors, council members, and local leaders participate annually in leadership seminars and programs designed to explore the nature and practice of local government leadership.

All of the Institute's programs focus on building leadership skills and developing strategies for implementation in the participant's home community.

### Institute for Youth, Education, and Families:

NLC's Institute for Youth, Education, and Families (YEF Institute) helps municipal leaders take action on behalf of the children, youth, and families in their communities with a special focus on education, early childhood, youth development, and family success.

The YEF Institute provides guidance to municipal officials, compiles and disseminates information on best practices, builds networks of local officials working on similar issues, and conducts research on key challenges facing municipalities related to children and families.



## Leadership Institute Presenters



**William Shutkin**

**William Shutkin** is a leading voice for sustainable development in the United States. An attorney, educator, and social entrepreneur, he is President and CEO of The Orton Family Foundation, which seeks to promote sustainable community development. Shutkin taught environmental law and policy as a Lecturer in the Department of Urban Studies and Planning at MIT from 1999-2004 and was an Adjunct Professor of Law at Boston College Law School from 1993-2003. He also taught at the Department of Urban and Environmental Policy and Planning at Tufts University and Northeastern University School of Law.

Shutkin has been featured in the *New York Times*, *Boston Globe*, *U.S. News & World Report*, and *NPR*. His articles, essays, reviews, and op-eds have appeared in the *Boston Globe*, the *Guardian* (U.K.), the *Boston Business Journal*, *Orion*, *Grist*, and *Conservation Matters*. His book, *The Land That Could Be: Environmentalism and Democracy in the Twenty-First Century*, won the 2001 Best Book Award for Ecological and Transformational Politics from the American Political Science Association.



**Henry Moore**

**Henry Moore** is a faculty member of the Asset-Based Community Development (ABCD) Institute of Northwestern University's Institute for Policy Research and he is an advisor to the University of California at Riverside's Sociology Department. Moore has co-authored two ABCD workbooks entitled, *City Sponsored Community Building—Savannah's Grants for Blocks Story*, and *Leading by Stepping Back: A City Official's Guide on Building Neighborhood Capacity*.

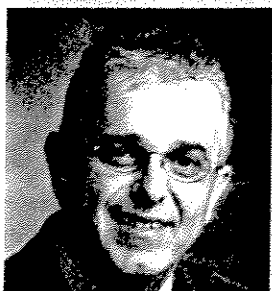
Moore was Assistant City Manager of Savannah, Georgia from 1981 to 1998, when he developed and implemented a program to identify and organize resident leaders, to sustain resident leadership development, and to strengthen community pride. Henry established strong collaborative partnerships with community-based organizations, neighborhood residents, local financial institutions, and the housing industry.



**Sylvia Lovely**

**Sylvia Lovely** is President of the NewCities Foundation, a national nonprofit organization that encourages citizens to get involved in helping their communities thrive in the global challenges of the 21st Century. Lovely began as a staff attorney with the Kentucky League of Cities (KLC) in 1988, and has been the Executive Director and CEO of the KLC since 1990. She is an Adjunct Faculty Member of the UK Martin School of Public Policy and Administration.

Lovely recently appeared on CNN's *Lou Dobbs Tonight* and is host of *City Voice*, a public affairs TV program. Sylvia is publisher of *City* magazine and currently serves on the Kentuckians for Better Transportation board, Kentucky Habitat for Humanity, and the Governor's Commission on Family Farms.



**Tad Long**

**Tad Long** is the Senior Advisor for the NewCities Foundation in Lexington, Kentucky. Long works with local city officials, civic organizations, volunteers, and leaders across the country, helping them create strategic plans to engage citizens in the process of building 'intentional' and sustainable cities of the future.

As an elected official, he has served as a local school board chairman and has dedicated much of his life to serving local communities as a volunteer, consultant, and collaborator. Tad has twice been appointed by the governor of Kentucky to serve on the board of the Kentucky Heritage Council.

*(Continued on opposite side.)*



## Leadership Institute Presenters

(Continued from opposite side.)



**Gwendolyn Hallsmith**

**Gwendolyn Hallsmith** is the Director of Global Community Initiatives, a nonprofit organization dedicated to sustainable development. She has been a leader in the sustainable communities' movement for more than fifteen years.

Hallsmith is the author of *The Key to Sustainable Cities: Meeting Human Needs, Transforming Community Systems* from New Society Publishers (2003). Gwendolyn has extensive experience working with communities to identify ways in which they can achieve their objectives for better governance, sustainable economic development, and a healthy environment. Her work offers a systems-oriented approach to making communities sustainable and assists community leaders in developing successful strategies for change.



**Jolie Pillsbury**

**Jolie Pillsbury** is President of Sherbrooke Consulting, Inc., working with government entities at all levels, foundations, and other nonprofits on results-oriented strategic planning. Pillsbury has worked with over 30 cities and local jurisdictions in implementing collaborative, family strengthening strategies to improve results for children, families, and communities.

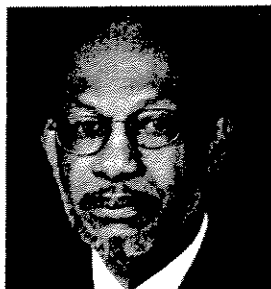
Pillsbury has spent thirty years in the public and private sectors as both a consultant and a manager, including: working with state and local governments as an IBM management consultant; serving as Deputy Commissioner of the Massachusetts Department of Public Welfare; and serving as a planner in the Texas Department of Public Welfare.



**Dennis Campa**

**Dennis Campa** is Director of the City of San Antonio's Department of Community Initiatives (DCI), since 1998. Previously, he was the Neighborhood Initiatives Officer in Austin, TX, coordinating issues of welfare reform, workforce development and community revitalization. Dennis has also served in numerous leadership and management positions dealing with juvenile and community justice, children and family services, substance drug abuse, management audit and evaluation issues.

Campa was selected as one of ten fellows by the Annie E. Casey Foundation in 1997. Dennis was awarded the San Antonio Association for the Education of Young Children Award, 1999; ICMA Award for Outstanding Partnership 2000; Excellence through Partnerships 2003 Award from Alamo Workforce Development, Inc.; and Celebrating Seniors Piñata Award for dedication and commitment to the senior community.



**Otis Johnson**

**Otis Johnson, Ph.D.** began his term as the 64th Mayor of Savannah, Georgia, in January 2004, currently serving a four-year term. Johnson was first elected in 1982 to the Savannah City Council from the second district and was reelected in 1986. In 1988, Johnson helped to establish the Chatham Savannah Youth Futures Authority and became Executive Director of the program, designed by the Annie E. Casey Foundation, to help at-risk children and their families. In July 1998, he became Dean of the College of Liberal Arts at Savannah State University and served on the Savannah Chatham County Board of Education.

Mayor Johnson is currently a member of the Mary Reynolds Babcock Foundation, the Pathways to Collaboration Workgroup, and the National Advisory Committee for the Urban Health Initiative. Johnson was a founding member of the Aspen Institute Roundtable on Comprehensive Community Initiatives in 1992 and the National Community Building Network in 1993.

# REGISTRATION FORM:

(check appropriate boxes below):

**Don't Delay!!** Space is limited.  
Registration is on a first come-first serve basis.  
For More Information, call (202) 626-3170.



The registration fee includes the full two-day training program plus five meal functions and breaks, including a reception, two continental breakfasts, and two lunches. The Spouse/Guest registration fee includes all of the meal functions.

Early Bird Registration (faxed or postmarked by December 1, 2004)

- \$295 Member City
- \$95 Spouse/Guest Fee

Advance Registration (faxed or postmarked by January 5, 2005)

- \$345 Member City
- \$95 Spouse/Guest Fee

Late Registration (faxed or postmarked after January 5, 2005)

- \$395 Member City
- \$95 Spouse/Guest Fee

NLC Member City: Yes  No

Non-Member City add \$100.00 to reg. fee

Total Registration Fees submitted

A limited number of YEF Institute scholarships are available to municipal officials and staff from NLC member cities who wish to attend the seminar and participate in the family-strengthening track (Track A). For a copy of the scholarship application and guidelines, go to [www.nlc.org/iyef](http://www.nlc.org/iyef), email [iyef@nlc.org](mailto:iyef@nlc.org), or leave a message at (202) 626-3014. Applications are due by December 1, 2004.

## COPY THIS FORM AS NEEDED FOR ADDITIONAL REGISTRANTS

Name \_\_\_\_\_

Title \_\_\_\_\_

City/Town/Village of \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Area Code/Phone # (\_\_\_\_) \_\_\_\_\_ Fax # (\_\_\_\_) \_\_\_\_\_

Participant E-mail \_\_\_\_\_

Clerk/City Contact E-mail \_\_\_\_\_

Special Needs \_\_\_\_\_

Registered Spouse/Guest Name \_\_\_\_\_

Register me on Saturday for: Track A \_\_\_\_\_ Track B \_\_\_\_\_

### Credit Card Authorization:

NLC is authorized to use the credit card below to pay my registration fees.

VISA/MasterCard Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_

Card Holder Signature \_\_\_\_\_

### How to Register

1.) To register by credit card...

- a. Complete the registration form and include your credit card information
- b. Fax your registration form to (202) 626-3043

2.) To register by check or purchase order...

- a. Fax your completed registration form and a copy of your check or purchase order to (202) 626-3043
- b. Attach a copy of your registration form with

a check made payable to NLC and mail to:

**National League of Cities**  
Attn: 2005 LTI Regional Training - Savannah  
1301 Pennsylvania Ave., NW - Suite 550  
Washington, DC 20004-1763

3.) Make your room reservation with the hotel...

**Marriott Riverfront Hotel** by calling (800) 285-0398  
Guest Room Rate for:  
Single... \$93 Double... \$93  
Check-in: 4:00 pm Check-out: 11:00 am

4.) Make your travel reservations...

**Marriott Riverfront Hotel** - Taxicabs are available outside of baggage claim for a flat rate of \$20 for one passenger, plus \$5 for each additional passenger.

### Registration Cancellation Policy:

All requests to cancel a registration must be submitted by January 1, 2005, to receive a refund. All cancellations must be submitted in writing and are subject to a \$75.00 processing fee. Telephone cancellations are not accepted. Submit written cancellation request to Leadership Training Institute c/o NLC.

**National League of Cities Institute**  
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Washington, DC 20004

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