

54th Annual North Carolina City and County Management Seminar

The Local Government Manager's Toolkit for a New Tomorrow

February 4–6, 2015 · Sheraton Imperial Hotel, Research Triangle Park, Durham

WEDNESDAY, FEBRUARY 4

9:00 a.m.–12:30 p.m. Preconference Sessions

Workshop I: ICMA University: Leadership and Management in a (Permanent) CRISIS (Imperial 6–7)

With reference to a 2009 *Harvard Business Review* article suggesting that things will not return to normal after the Great Recession, this workshop will address how to act collectively to better our communities, recognize the changes brought by this recession, and best provide for staff and elected officials.

Speaker: *Robert LaSala*, Consultant, Pinellas County, FL

Workshop II: Social Media for Government Leaders 2.0—Taking the Next Steps (Imperial 5)

Whether your agency is fully embracing social media or you're just making your first baby tweets, knowing the best practices and engagement strategies for social media is crucial to moving your efforts forward. In this workshop, you will learn about social media tools and platforms as well as practical applications and legal issues for public organizations.

Speaker: *Mark Weaver*, President, Communications Counsel Inc., Columbus, OH

11:00 a.m.–12:00 p.m. Orientation for New Managers and Association Members, Professional Partner Training (Imperial 4)

Moderators: *Tasha Logan Ford*, President, NCCMA; Assistant Manager, City of Rocky Mount
Carl Stenberg, Professor of Public Administration and Government, School of Government

12:00 p.m. Registration (Imperial Pre-Function Lobby)

12:00–1:30 p.m. Executive Committee Meeting (Royal)

1:45–2:15 p.m. Welcome and Introductions (Imperial 4–5)

Moderators: *Tasha Logan Ford*, President, NCCMA; Assistant Manager, City of Rocky Mount
Rodney Dickerson, Program Chair, NCCMA; Assistant Manager, Town of Garner
Lee Worsley, Immediate Past President, NCCMA; Deputy Manager, Durham County
Mike Smith, Dean, UNC School of Government

2:15–3:00 p.m. Opening Session (Imperial 4–5)

Opening Session: Local Government Advocacy in Action (Imperial 4–5)

Charlotte Mayor Dan Clodfelter offers insights on effective communication and advocacy strategies for local governments when discussing legislation affecting counties and cities, including the need to provide relevant and constructive information about community impacts while looking for win-win approaches with legislators.

Moderator: *Ron Carlee*, Manager, City of Charlotte

Speaker: *Daniel Clodfelter*, Mayor, City of Charlotte; Former NC State Senator

3:00–3:30 p.m. Break

3:30–4:00 p.m. Plenary Session: Your Voice Matters—Bringing Local Government Expertise to Legislative Decision-Making (Imperial 4–5)

Former Senator Richard Stevens will discuss effective advocacy techniques for county and city managers and their legislative delegation on issues affecting local government.

Moderator: *Jim Hartmann*, Manager, Wake County

Speaker: *Richard Stevens*, Former NC State Senator; Retired Manager, Wake County

4:00–5:00 p.m. Effective Advocacy in Action—A Panel Discussion of Managers and Their Legislative Leaders (Imperial 4–5)

Two managers, with their respective Senate and House legislative leaders, will discuss factors that advance effective communication between local government managers and their legislative delegation.

Moderator: *Kevin Leonard*, Executive Director, NC Association of County Commissioners

Speakers: *Tom Apodaca*, NC State Senator

Anne-Marie Knighton, Manager, City of Edenton

Bob Steinburg, NC State Representative

Steve Wyatt, Manager, Henderson County

5:15 p.m. Reception (Imperial Pre-Function Lobby)

THURSDAY, FEBRUARY 5

7:00 a.m. Late Registration (Imperial Pre-Function Lobby)

7:30–8:30 a.m. MPA Alumni Breakfasts

Appalachian State University (Crystal Coast)

East Carolina University (Crown A)

NC State University (Royal B)

UNC-Chapel Hill (Empire D–E)

UNC-Charlotte (Crown B)

UNC-Greensboro (Royal A)

UNC-Wilmington (Bull Durham B)

Western Carolina University (Bull Durham A)

7:30 a.m. Continental Breakfast (Imperial Pre-Function Lobby)

8:30–10:00 a.m. Concurrent Sessions

Session I: Speed Coaching for MPA Students (Empire A–C)

Network one-on-one with up to six city and/or county managers and assistant managers.

Moderators: *Megan Dale*, ICMA Local Government Management Fellow, Catawba County

Tom Lundy, Manager, Catawba County

Session II: Cybersecurity: What Local Governments Need to Know (Imperial 4)

Experts agree that it's not a matter of "if" but rather "when" a cybersecurity breach will occur in local governments. This session will focus on the importance of cybersecurity, management's role in implementing a plan, local government-specific best practices, and steps to take if a breach occurs.

Moderator: *Rob Shepherd*, Manager, Member Relations and Education, NC League of Municipalities

Speakers: *Ryan Draughn*, CIO/Business Director, NC League of Municipalities

Ray Hillen, Director, Security Practice, Agio

Elizabeth H. Johnson, Partner, Poyner Spruill LLP

Session III: Management Approaches for Energy Efficiency: Reducing Operational Cost (Imperial 5)

This session explores avenues for reducing energy costs including performance contracting and self-contracting of energy conservation measures.

Moderator: *Christal Perkins Sandifer*, Program Administrator, Triangle J Council of Governments

Speakers: *Len Hoey*, Engineering Manager, NC Utility Savings Initiative, NC Department of Environment and Natural Resources

Conrad Meyer, Technical Manager, Waste Reduction Partners

Lance Metzler, Manager, Rockingham County

Ronnie Tate, Director, Department of Engineering and Public Utilities, Rockingham County

8:30 a.m.–12:00 p.m. Conference Workshop: Manufacturing Matters—Creating Wealth in North Carolina Communities (Auditorium)

Hear about the state's focus on improving manufacturing prospects and overcoming challenges through workforce development.

Moderator: *Renee F. Paschal*, Assistant Manager, Chatham County

Speakers: *Diane Cherry*, Environments Policy Manager, Institute for Emerging Issues, NCSU

Will Collins, Executive Director, NC Works; Assistant Secretary of Workforce Solutions, NC Department of Commerce; Vice President of Workforce, NC Community Colleges

Panelists: *Fred Edwards*, President, Goulston Technologies; Chair, Manufacturers Executive Forum

Angela Harris, Manager, Franklin County

Pat Kahle, President, Union County Chamber of Commerce

Andy Lucas, Manager, Stanly County

Erskine Smith, Manager, Town of Mooresville

9:00–10:30 a.m. MPA Program Directors' Meeting (Crown)

9:00 a.m.–12:00 p.m. NCCMA Directory Photography (Imperial Pre-Function Lobby)

10:00–10:30 a.m. Break

10:30 a.m.–12:00 p.m. Concurrent Sessions

Session I: Local Government and the CSI Effect: Forensic Analysis and What You Need to Know (Imperial 4)

This session explores the changes that are taking place in the science, technology, funding, and availability of traditional public crime labs.

Moderator: *Reagan D. Parsons*, Manager, Town of Southern Pines

Panelists: *W. Mark Dale*, CEO, Center for Advanced Forensics

Scott Stanton, Detective Corporal, Police Department, City of Greenville

Jim Woodall, District Attorney, Chatham and Orange Counties

Session II: Managing Capital Investments During the Great Recession: The Myth of Elimination (Imperial 5)

Contrary to common belief, during the Great Recession local governments in North Carolina did not reduce or eliminate capital spending as a budget-balancing strategy; rather, the majority of local governments actively invested in capital assets. This session explores how these investments affected financial conditions.

Moderator: *Adam Lindsay*, Assistant Manager, Town of Southern Pines

Speakers: *Whitney Afonso*, Assistant Professor of Public Administration and Government, UNC School of Government

William C. Rivenbark, Professor of Public Administration and Government and MPA Program Director, UNC School of Government

Dale J. Roenigk, Lecturer, UNC School of Government

Session III: The New Pension Reporting Standards—How Will They Impact Your Government? (Imperial 6–7)

This session will provide an overview of the new pension reporting standards effective FYE 2015 and how they will impact local governmental external reporting requirements. There will also be a preview of additional guidance that will affect other post-employment benefit plans in the near future.

Moderator: *Drew Havens*, Assistant Manager, Town of Apex

Speaker: *Gregory S. Allison*, Senior Lecturer, Public Finance and Government, UNC School of Government

Sharon Edmundson, Director, Fiscal Management, NC Department of the State Treasurer

10:30 a.m.–12:00 p.m. ICMA Student Chapter Roundtable (Royal)

Hank Perkins, manager of the Town of Lewisville, will discuss management lessons learned during his career.

12:00–1:30 p.m. President's Luncheon (Empire)

The luncheon program includes introduction of NCCMA MPA scholarship recipients, recognition of Life Members, and recognition of sponsors.

Presentation: "It All Starts With You," *Joe Coury*, Effective Strategies, Port Orange, FL

1:45–5:00 p.m. Conference Workshop: Crisis Response and Communication: Lessons Learned from Ferguson, Missouri (Auditorium)

The panel will answer questions about how their organizations and communities would respond following the shooting of an unarmed juvenile. Crisis communication advisor Mark Weaver will critique their responses as well as the actions of the Ferguson, Missouri, Police Department and will share best practices in crisis communication.

Moderator: *John Connet*, Manager, City of Hendersonville

Speaker: *Mark Weaver*, President, Communications Counsel Inc., Columbus, OH

Panelists: *Lee Garrity*, Manager, City of Winston-Salem

Barbara Lipscomb, Manager, City of Greenville

Pat Bazemore, Chief of Police, Town of Cary

Tom Adkins, Chief of Police, City of Hickory

Thomas Hopkins, Chief of Police, City of Wilson

1:45–3:15 p.m. Concurrent Sessions

Session I: The First Few Years (Imperial 4)

Some of North Carolina's up-and-coming young managers will share experiences and tips about interviews, contracts, and what to expect in your first few years of local government management.

Moderator: *Brandon Holland*, Manager, Town of Ayden

Speakers: *Seth Eckard*, Administrator, Town of Sawmills

Tom Hart, Manager, Town of Boiling Springs

Jamie Laughter, Manager, Transylvania County

Pat Niland, Manager, Town of Wingate

Session II: Public Enterprises: Critical Management Tool or Source of All Things Controversial—You Decide! (Imperial 5)

This interactive session will explore recent public enterprise trends and developments that affect how essential services are provided across the state, such as competition with the private sector, impact fees, differential rates, and inter-fund transfers.

Moderator: *Ryan Rase*, Deputy Manager, Town of Mooresville

Speaker: *Jeff Hughes*, Director, Environmental Finance Center; Lecturer, UNC School of Government

Session III: Next Generation 911 and 911 Funding (Imperial 6–7)

With Next Generation 911 on the horizon, change will be a constant theme for both operations and funding. This session will cover changes in 911 and related funding as well as audience questions and concerns.

Moderator: *Rob Shepherd*, Manager, Member Relations and Education, NC League of Municipalities

Panelists: *Andrew Grant*, Assistant Manager, Town of Cornelius; NC 911 Board Member

Richard Taylor, Executive Director, NC 911 Board

Lee Worsley, Deputy Manager, Durham County; NC 911 Board Member

3:15–3:30 p.m. Break

3:30–5:00 p.m. Concurrent Sessions

Session I: Shale Gas 101: A North Carolina Perspective on Natural Gas Exploration/Development (Imperial 4)

The panel will discuss different perspectives on "fracking" in North Carolina and will explain the impacts on the economy and the natural environment. This session will help prepare you to answer the tough questions if fracking operations are a possibility in your community.

Moderator: *Lance Metzler*, Manager, Rockingham County

Panelists: *Edwin Stott*, Director of Environmental Health, Rockingham County

Kenneth Taylor, State Geologist, NC Department of Environment and Natural Resources

Jim Womack, Commissioner, Lee County

Session II: Charting Tomorrow: Municipal and County Strategic Visioning (Imperial 5)

The NC League of Municipalities and NC Association of County Commissioners are engaged in strategic long-term visioning projects that will conclude during summer 2015. This session provides an opportunity for municipal and county managers to discuss trends, issues, concerns, forecasts, and actions that might be jointly undertaken.

Moderators: *Lydian Altman*, Director, Strategic Public Leadership Initiative, UNC School of Government

Kimberly Nelson, Associate Professor of Public Administration and Government, UNC School of Government

Carl Stenberg, Professor of Public Administration and Government, UNC School of Government

Session III: By the People, For the People: Local Government 101 for Citizens (Imperial 6–7)

The rewards of building a core group of educated citizens ready to become engaged in local government outweigh the challenges associated with sponsoring a citizens academy. Leaders of four established programs will discuss challenges, details, differences, and successes.

Moderator: *Rick Morse*, Associate Professor of Public Administration and Government, UNC School of Government

Panelists: *Deborah Craig-Ray*, Assistant Manager, Durham County

Peter Franzese, Public Affairs and Project Manager, City of Concord

Lana Hygh, Assistant to the Manager, Town of Cary

Mable Scott, Public Information Officer, Rockingham County

5:30–7:00 p.m. Public Executive Leadership Academy (PELA) Reception for Graduates and Prospective Applicants (Royal)

5:15–6:30 p.m. ICMA Student Chapter Reception (Crown)

7:00–8:30 p.m. Emerging Local Government Leaders Reception (Crown)

FRIDAY, FEBRUARY 6

7:30 a.m. Late Registration (Imperial Pre-Function Lobby)

7:30 a.m. Continental Breakfast (Imperial Pre-Function Lobby)

9:00–10:15 a.m. Business Meeting (Imperial 3–4)

NCCMA President Tasha Logan will preside over this semi-annual business meeting of the association. ICMA President Jim Bennett will provide an update on ICMA's agenda. The membership will elect officers and directors for FY 15–16.

10:15–10:30 a.m. Break

10:30 a.m.–12:00 p.m. NCLM (Imperial 1–2) and NCACC (Imperial 3) Legislative Updates

Staff and audience members will discuss potential issues that could impact local governments in the 2015–2016 biennial sessions of the North Carolina General Assembly.

Speakers: *Paul Meyer*, Executive Director, NC League of Municipalities

Kevin Leonard, Executive Director, NC Association of County Commissioners

12:15–1:30 p.m. Civic Education Committee Meeting (Sandhills)

12:15–2:30 p.m. Program Conference Committee Meeting (Crystal Coast)