

Updated January 28, 2025

WEDNESDAY, FEBRUARY 5

9:30-11:00 a.m. Recreational Opportunity
(Basketball Registration Required)

Location: Hanes Hosiery Community Center, 501 Reynolds Blvd., Winston-Salem, NC 27101

Bring your athletic shoes and hoop it up with your fellow managers in friendly competition in the NCCCMA Tobacco Road Classic! Meet at the YMCA by 9:15 a.m., which is a short drive from the Convention Center for this fun wellness and networking opportunity. Pre-registration is free, but required to ensure you receive communications about the details of the game and assist in organizing teams.

9:00 a.m. Registration Table Opens
(Salem Foyer, near escalator)

10:30-Noon Orientation for New Managers and Association Members (Salem 1AB)
Registration Required. Lunch provided.

New managers and new Association members are encouraged to attend this orientation session to learn more about the Association and other available resources and to meet members of the Executive Committee and NCCCMA/ICMA Senior Advisors.

1:00-3:00 p.m. Opening General Session

Chasing Peace: Moving from Perfection to Authenticity (Salem 2-3)

We live in a time where we are all trying to be a curated version of who we think we should be. We walk around wearing “masks” of perfection, hoping no one sees through the mask to uncover our flaws. The audience will leave with a different perspective on the power of vulnerability, the importance of healing, and removing the “mask” of perfection, which provides a roadmap to Authentic Leadership.

Keynote Speaker: Sonya Hopson, Chief Visionary Officer, HIRE Strategies, Raleigh, NC

3:00-3:30 p.m. BREAK (Foyer)

3:30-5:00 p.m. CONCURRENT SESSIONS

SESSION 1: What Does It Take to Develop a Vibrant Downtown? A Toolkit of Solutions
(Salem 2-3)

Downtowns often are important engines of economic activity in communities, large and small. This session will introduce “tools” such as business improvement districts, tourism, and strategies for using occupancy tax funds to generate economic development that benefit the entire community. These measures generate more than just tax base and jobs; they contribute to community pride and identity as well.

Panelists: Morgan Johnson Vasquez, Executive Director, Mount Airy Downtown, Inc.

Ernie Pearson, Managing Partner, Sanford
Holshouser Economic Development
Consulting/Nexsen Pruet

Ben Rowe, Assistant Manager, City of Winston-
Salem

Jason Thiel, President, Downtown Winston-
Salem Partnership

SESSION 2: Staying on Course: Navigating Complex Interactions with Elected Officials (Salem 1AB)

With over 50 years of combined experience in local government management, including roles as county and city managers, Alan Rosen and Denise Stinagle bring a wealth of practical knowledge on how to successfully work with elected officials. Through real-world scenarios, Alan and Denise will offer pragmatic tips on navigating political pressures and helping elected officials build productive relationships with each other. Attendees will learn practical skills on communicating with elected officials, including successful interactions with multiple bosses who all have different needs and expectations for the manager. This will be an interactive session, where attendees will be encouraged to share techniques that have worked for them, discuss scenarios in small groups, and ask Alan and Denise for advice on navigating challenging situations.

Panelists: Alan Rosen, ICMA-CM, Founder &
CEO, Local Government Solutions, LLC

Denise Stinagle, MEd, Outreach Associate, NC
Association of County Commissioners

SESSION 3: Managing Multigenerational Workforces (Winston 3AB)

Join us for a screening session of *The Generation
Theory: Work and Public Service Across
Generations* and stay for an interactive panelist
discussion on how local leaders are embracing
the diversity of generational cohorts and
leveraging the unique perspectives and
experiences of staff to create effective

multigenerational workforces in the public
sector.

Moderator: Chris Baucom, Director of 100
Strong Productions, NC Association of County
Commissioners

Panelists: Tracy Miles, Strategic Members
Services Cohort Manager, NC Association of
County Commissioners.

Neil Emory, Outreach Services Manager, NC
Association of County Commissioners

Erik Mendez, Strategic Project Coordinator, NC
Association of County Commissioners

5:00–6:00 p.m. Networking Reception (Foyer)

**5:15–6:00 p.m. Public Executive Leadership
Academy Networking Reception** (Salem 1C)

THURSDAY, FEBRUARY 6

7:00 a.m. Registration Table Opens (Salem
Foyer, near escalator)

7:30–8:30 a.m. Continental Breakfast (Foyer)

7:30–8:30 a.m. ALUMNI BREAKFASTS

Appalachian State University (Gaines 2)

East Carolina University (Conference 2)

NC Central University (Ardmore 4)

NC State University (Winston 3C)

UNC Chapel Hill (Gaines 1)

UNC Greensboro (Ardmore 2)

UNC Charlotte (Salem 1C)

UNC Wilmington (Conference 1)

Western Carolina University (Ardmore 1)

8:45–10:15 a.m. CONCURRENT SESSIONS

SESSION I: Homelessness in North Carolina, Assessing and Addressing the Needs and Meeting People Where They Are (Salem 1AB)

Homelessness in North Carolina is caused by
many different factors. Whether substance
abuse, mental illness, or lack of affordable
housing are the cause, the results are the same.

This session will detail some of the efforts North Carolina cities and towns are taking to address the issue and assist those in need.

Panelists: John Gallina, President & Founder, Purple Heart Homes

Reed Baer, Chief of Police, City of Hickory

Colin Davis, Community Development Manager, Homeless System, City of Durham

Ben Willis, Director of Economic & Community Development, Western Piedmont COG

SESSION 2: Disaster Recovery: Lessons Learned (Winston 1AB)

Join us for an insightful session where a panel of local government managers share their firsthand experiences of navigating the aftermath of recent natural disasters. The panel will discuss the significant damage and challenges their communities faced, the invaluable lessons they learned on the road to recovery, the missed opportunities that could mitigate the impact of future disaster response and recovery, and the opportunities that emerged that will strengthen their community's resilience. Gain practical insights and strategies that can help fortify your own disaster recovery plans and enhance your community's ability to bounce back stronger. Don't miss this opportunity to learn from those who have successfully turned crisis into a comeback.

Panelists: Tony Caudle, City Manager, City of Wilmington

Janis Gallagher, County Manager, Pitt County

Matt McKirahan, Town Manager, Town of Mills River

Eric Peterson, Town Manager, Town of Hillsborough

SESSION 3: Beyond the Blueprint: From Strategic Vision to Performance Impact (Winston 3AB)

This session is designed for jurisdictions of all sizes, whether you're exploring how to create an effective, community-centered strategic plan or looking for ways to keep your existing plan an

actionable, living document. We'll focus on moving from strategy to implementation, integrating strategic initiatives into the budget process, and sharing valuable lessons learned along the way. Join us to discover practical approaches for transforming your strategic plan into a dynamic tool that drives meaningful progress.

Panelists: Shari Metcalfe, Strategy & Performance Manager, City of Durham

Cecily Hamilton, Strategy & Performance Manager, City of Durham

Bill Summers, Town Manager, Town of Knightdale

Erin Hudson, Strategic Performance Manager, Town of Morrisville

SESSION 4: Speed Networking for MPA Students & Emerging Local Government Managers (Winston 2)

10:15–10:30 a.m. BREAK

10:30–11:45 a.m. CONCURRENT SESSIONS

SESSION 1: Weathering the Storms: Sustaining Mental Health and Personal Resilience in Disaster Response and Recovery (Salem 1AB)

Leading a community through a major disaster can be an emotionally draining experience for municipal and county managers, and anyone dealing with the community and personal impacts of the event. This expert panel discussion will explore practical strategies for sustaining your mental health and personal resilience while navigating the challenges of disaster response and recovery.

Join us as we discuss the psychological impact of a disaster on a manager and their leadership team, and discuss techniques for managing stress, anxiety, and burnout. Our panelists – including a trauma expert and seasoned managers that have led their organization through major disasters - will share their insights on:

- Building a support network to maintain mental well-being

- Prioritizing self-care in high-pressure situations
- Managing the emotional toll of trauma and grief
- Fostering resilience in community members and public servants alike
- Through this interactive panel discussion, you'll gain valuable knowledge and takeaways to help you stay grounded and focused during the most critical times. Come prepared with questions and experiences to share!

Moderator: Mary Furtado, County Manager, Catawba County

Panelists: Dr. Patrick Jeffs, Founder & CEO/Trauma Resilience Consultant, The Resiliency Solution

John Mitchell, County Manager, Henderson County

Avril Pinder, County Manager, Buncombe County

SESSION 2: Capital Project Financing (Winston 1AB)

In light of rising costs, we've all experienced difficulty in funding capital projects, the panel will focus on capital funding options that exist for local governments in North Carolina. Particular focus on debt financing options and constraints thereof. The panel will provide an overview of capital funding options for discussion and interactions of all attendees is encouraged.

Moderator: Mitch Brigulio, Senior Vice President, Davenport Public Finance

Panelists: Brandon Lofton, Bond Counsel, Robinson Bradshaw

Connor Crews, Associate, McGuire Woods

Jennifer Wimmer, Director of Debt Management Section, NC Department of State Treasurer

SESSION 3: SPONSOR SESSIONS (Winston 3AB)

Increasing the Number and Quality of Your RFQ/RFP Responses – A Consultant's Perspective

We are blessed to live in a growing state where infrastructure investment is at an all-time high, which means RFQs and RFPs for consulting services are being released by public agencies at an incredible rate. Consequently, consultants are very selective in where they invest limited business development resources, which can result in public agencies receiving a limited number of responses and/or poor-quality responses. The proposed presentation will present some tips and tricks from a consultant perspective to ensure that the consultant community is informed of the project, the selection committee gets the information that they need to make the right decision for your community, and that the level of effort required of the consultant teams to develop the proposal are well matched to the size and complexity of the project. Learn tips and tricks for increasing the number and quality of responses to RFPs and RFQs for consulting services.

Presenter: Will Letchworth, Vice President of Transportation, McAdams

Leading with Focus, Not Fear: Using AI to Build Future-proof Local Governments for Enhanced Resident Experiences

Join this session to learn how AI is transforming local governments in North Carolina to deliver more efficient, personalized, and proactive services to residents. In this session, city and county leaders will explore practical ways to integrate AI into daily operations, from streamlining workflows to enhancing resident engagement. Plus, learn how to spot and prevent some of the biggest risks governments are taking with AI.

Presenters: Parth Shah, CEO, Polimorphic
Justin Amos, Chief of Staff, Gaston County

11:45 a.m.–1:15 p.m. PRESIDENT'S LUNCH
(Winston Ballroom 2 and 3)

1:15–1:30 p.m. BREAK (Foyer)

1:30–3:00 p.m. Business Meeting (Winston 3C)

1:30–3:00 p.m. MPA Student Session
As A Practical Matter: What Skills Pay the Bills?
Part II (Salem 1AB)

This session will feature an interactive panel discussion geared towards MPA candidates and early career professionals. A diverse group of panelists will provide insightful views, positions, and perspectives on the knowledge, skills, and abilities needed for success in local government. The panelists who are currently in local government will discuss what they see as important as they make hiring decisions and an executive recruiter will provide expert guidance on networking, interviewing, resumes and/or cover letters.

This informative session will provide MPA students with the knowledge, skills, and abilities needed to go from the classroom to real-life working experience and how to evolve into a great public administrator.

Moderator: Rachel Kelly, Assistant Manager, City of Burlington

Panelists: Jonathan Blanton, City Manager, City of Mount Holly

Jeff Hale, Associate, Mercer Group Associates

Shanelle Harris, Town Manager, Town of Red Springs

3:00–3:30 p.m. BREAK (Foyer)

3:30–5:00 p.m. CONCURRENT SESSIONS:

1. NCLM Update (Winston 3C)
2. NCACC Update (Winston 1C)
3. MPA Director Meeting (Salem 1C)

5:00–6:00 p.m. Networking Reception (Foyer)

FRIDAY, FEBRUARY 7

8:00 a.m. Registration Table Opens
(Salem Foyer, near escalator)

8:00–9:00 a.m. Continental Breakfast (Foyer)

9:00 a.m.–12:00 p.m. Professional Development Workshop: True Tilt Performance Profile Workshop (Winston 3AB)

Separate Registration Required \$50 - CLASS IS FULL

Personality assessments have long been a staple in leadership training and many managers have probably participated in one or more of these tools. But do you know what tools your team members have been exposed to and do you have a common leadership language you can share? This workshop provides managers the opportunity to participate in the True Tilt Personality Profile that helps participants understand their character strengths. Why participate in yet another personality profile? Because many of your team members probably have, but you may not know their Tilt language. Since 2020, UNC School of Government Center for Public Leadership and Governance has administered this assessment to over 1,200 local government training participants as a part of foundational training including Fundamentals of Supervisory Practices. This workshop will identify your True Tilt, help you grow an agile personality by developing your character strengths, and provide you with a leadership language that your team may already be speaking.

Please note: Registration for this workshop is limited to 40 people. You will receive a link by January 22 to take the TILT assessment and you will need to complete the assessment by no later than January 31. If you don't complete the TILT assessment you will not be able to participate in the workshop. No refunds will be issued after the assessment is completed. If you have questions, please email sheffield@sog.unc.edu

Moderator: John Hodges, Assistant Town Manager, Town of Garner

Speaker: Dale Smith, Adjunct Faculty, UNC School of Government

9:00 a.m.–12:00 p.m. MOBILE WORKSHOP

Meet in Room Piedmont Hall 4 on the lower level of the convention center.

Alternative Responses to the Mental Health and Opioid Crisis (Piedmont Hall 4)

The opioid epidemic continues to plague communities, along with a growing awareness of the mental health challenges among our communities' residents. This workshop will introduce two innovative approaches to addressing these issues—the Behavioral Evaluation and Response (BEAR) team in Winston-Salem and the Mobile Integrated Health unit in Forsyth County. In addition, this workshop will demonstrate how a joint City-County funded program called MapForsyth is using GIS data to elevate awareness of these challenges and focus resources on solutions.

Moderator: Ben Rowe, Assistant Manager, City of Winston-Salem

Panelists: Kristin Ryan, Director BEAR Team, City of Winston-Salem

Brent Motsinger, Director of Mobile Integrated Health, Forsyth County

Denise Price, Deputy County Manager, Forsyth County

Shaylee Bowen, Graphic Information Officer/MapForsyth, Forsyth County

12:00–2:30 p.m. Program Committee Meeting and Lunch (Winston 1AB, Invitation Only)

12:00–2:30 p.m. Civic Education Committee Meeting and Lunch (Conference 1, Invitation Only)