

## **THURSDAY, JUNE 19**

### **TWO OFFSITE ACTIVITIES: Kayaking Excursion and Pre-Conference Golf Tournament**

**9:30 a.m., 10:00 a.m. or 1:00 p.m.**

**Off-site: Pre-Conference Beaufort Paddle  
Kayaking Tour from of Bird Island, part of  
the Rachel Carson Reserve**

**Registration is free thanks to the generous  
sponsorship by McGill Associates.**

**Registration is required for one of three  
available time slots: 9:30 a.m. (15 people),  
10:00 a.m. (15 people), and 1:00 p.m. (15  
people).**

Join your colleagues on Thursday, June 19th as you kayak to Rachel Carson Reserve – no experience required! Sponsored by McGill Associates, this 2-hour tour includes an easy paddle, approximately 15 minutes to reach the reserve. While at the reserve there is a short trail and option to visit Bird Shoals beach. Points of interest include wild horses, bird watching, coastal flora and fauna, marine life, and shelling. Beaufort Paddle, our tour guide for the day, will provide a short tutorial for those inexperienced paddlers and will have a chase boat for safety and comfort.

Everything you will need will be provided including cold water, dry bags and phone cases, sunscreen, insect repellent, paddles, water shoes, life vests, and snacks.

What you will need to bring: Full coverage sandals or water shoes, swimsuit or clothes you don't mind getting wet and a completed waiver, if you are able to do so ahead of time.

**10:00–4:00 p.m.**

**Off-site: Pre-Conference Golf Tournament**

**Location:** Brandywine Bay Golf Club, 177  
Brandywine Boulevard, Morehead City NC  
28557

**Check-in & registration at course 10–11:30  
a.m.**

**Lunch at course 10:45–11:30 a.m.**

**Shotgun start 11:30 a.m.**

**Cost:** \$95 per person in advance. Fee includes greens fee, golf cart, and lunch. "Trash package" consists of one mulligan, one throw, one roll and one tee off from the red tee box. If space is available, on-site registration is \$120 per person. If registering on-site, payment must be made in cash or a check.

Captain's Choice Format. Separate registration required. Proceeds go to the

NCCCMA Civic Education Program to support teacher training and the NCCCMA Civic Education online book “Local Government in North Carolina.”

**12:00–6:00 p.m. Registration Desk Hours  
(Pre-Function)**

**2:00–5:00 p.m. Pre-Conference Workshop:  
Process Improvement for Local  
Governments (Carrot Island/Town Marsh)**

This interactive workshop is designed to equip city and county managers with practical tools for improving local government processes. Participants will explore proven process improvement methodologies through case studies, hands-on exercises, and peer discussions. Attendees will learn how to identify waste, map a process, and apply other Lean and Six Sigma tools. By the end of the session, participants will have a clear understanding of how to facilitate process improvement in their own organization, large or small.

**Speakers:** Janet Schafer, Director of Process Improvement, Gaston County  
Megan Parks, Director of Strategy & Innovation, Union County

**5:15–6:30 p.m. Networking Reception  
(Veranda)**

**FRIDAY, JUNE 20**

**7:00–5:00 p.m. Registration Desk Hours  
(Pre-Function)**

**7:30–8:30 a.m. Buffet Breakfast  
(Pre-Function, 2<sup>nd</sup> Floor)**

**8:30–10:15 a.m.**

**General Session: Leading at the Local Level  
Amidst Federal Uncertainty  
(Horse Island/Bird Shoal)**

The first months of the Trump-Vance Administration have brought uncertainty and instability to federal funds, programs and services that are implemented at the local level. This general session will provide an overview of what has happened in Washington over the first half of 2025, and how it has impacted state and local governments in North Carolina and across the nation.

**Moderator:** Quentin McPhatter, Assistant Manager, City of Gastonia

**Speaker:** Kyle Leopard, Governmental Affairs Advisor, Strategics Consulting

Ron Hamm, President, Hamm Consulting Group

**10:15–10:30 a.m. Break**

**10:30 a.m.–12:00 p.m.  
CONCURRENT SESSIONS**

**SESSION 1: When Citizens Misbehave:  
Managerial Strategies for Addressing  
Incivility (Carrot Island/Town Marsh)**

Citizen incivility, when citizens behave abusively towards local government employees, is pervasive across local governments in North Carolina and the U.S. In the School of Government’s Local Government Workplaces Initiative survey data, 57 percent of local government employees indicate being yelled at least every few months. Citizen incivility is also strongly related to burnout, quit intentions, and low organizational commitment. Given the effects on local government employees, this webinar will provide managerial strategies for addressing citizen incivility, including debriefing spaces, supervisory support, and mission focus. Local government management professionals will

come away with managerial tools for helping employees cope with citizen incivility.

**Moderator:** Dr. Kim Nelson, UNC School of Government

**Speaker:** Dr. Leisha Dehart Davis, UNC School of Government

**SESSION 2: The State of Cybersecurity Among North Carolina Local Governments (Horse Island/Bird Shoal)**

In recent years, North Carolina cities and counties, large and small, have experienced cyberattacks in many forms, causing disruptions to their operations. This session will highlight the City of Winston-Salem's recent experience with a cyber event, noting the measures taken to mitigate the impact on city operations and to keep the community informed about the recovery effort. A panel of information technology and cybersecurity experts will share practical tips that local governments can follow if faced with a cyber event.

**Moderators:** Mark Matthews, Assistant Manager, Town of Fuquay-Varina

Marcus Abernethy, Business Services Consultant, NC League of Municipalities

**Panelists:** Tim Knowles, Deputy Chief Information Officer, City of Winston-Salem

Randy Cress, Assistant Manager/Chief Information Officer, Rowan County

Brittany Bickel, Partner, Mullen Coughlin LLC

**12:00–1:15 p.m. NETWORKING LUNCH (Horse Island/Bird Shoal)**

**1:15–2:45 p.m.**

**CONCURRENT SESSIONS**

**SESSION 1: Citizens Academies and the Lessons Learned (Carrot Island/Town Marsh)**

Join an elite panel of leaders who have mastered the art of running exceptional Citizen Academies. Gain powerful insights from their real-world successes and the hard-earned lessons that shaped them, so you can get your program off on the right foot or elevate your program to the next level. Walk away with proven strategies and insider tips to make your academy more impactful, engaging, and more successful than ever!

**Moderator:** Adam McLamb, Assistant Manager, Town of Indian Trail

**Panelists:** Brian Haney, Assistant Manager, Cumberland County

Katherine Cathey, Manager, Person County

Peter Franzese, Manager, Town of Spencer

Gary Canapinno, Community Relations Manager, City of Greensboro

**SESSION 2: Strengthening Organizational Culture (Horse Island/Bird Shoal)**

High-performance organizations, regardless of their size, often share one key feature: a strong and clearly defined organizational culture. Meaningful employee engagement is essential for fostering trust, creating a positive work environment, and reducing turnover—all of which contribute to a healthy organizational culture. In this session, panelists will share innovative ideas for reimagining employee engagement and will provide examples of programs, policies, and practices that have successfully

strengthened their cultures and built high-performance organizations.

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

**Panelists:** Page McCurry, Human Resources Director, Town of Waynesville

Marc Collins, Manager, Town of Wendell

Mary Furtado, Manager, Catawba County

**2:45–3:00 p.m. Break**

**3:00–4:30 p.m. Legislative Updates**  
**NCLM (Horse Island/Bird Shoal)**

**NCACC (Carrot Island/Town Marsh)**

**4:45–6:15 p.m. NETWORKING RECEPTION**  
**(Veranda)**

## **SATURDAY, JUNE 21**

**7:00–12:00 p.m. Registration Desk Hours**  
**(Pre-Function)**

**7:30 a.m. Buffet Breakfast**  
**(Pre-Function, 2<sup>nd</sup> Floor)**

**8:00–9:00 a.m. NCCMA Business Meeting and Breakfast (Ballroom)**

**9:00–9:15 a.m. Break**

**9:15 a.m.–10:45 p.m. (Ballroom)**  
**General Session: Reimagining Collaborative Approaches to Complex Community Issues**

Let's face it. No single organization can solve systemic issues within a community. Stephanie Norling will present how the Communities of Excellence (COE) Framework convenes organizations to identify disparities and inequalities and

then engage leaders and teams to optimize the communities' resources.

**Moderator:** Matt McKirahan, Manager, Town of Mills River

**Speaker:** Stephanie Norling, President & CEO, Communities of Excellence

**10:45–11:00 a.m. Break**

**11:00 a.m.–12:30 p.m. (Ballroom)**

**Closing General Session: Refresh, Refuel, and Recharge**

As the landscape continues to change at an accelerated rate and city and county managers continue to experience prolonged exposure to psychological stress, skills such as adaptability, grit, and resiliency are critical for future success. This refreshing, interactive session will use engaging exercises to identify signs of burnout and provide practical tools for enhancing these skills. Dr. Melissa Furman combines her rich academic background in business, counseling, and psychology with her passion for leadership and professional development. With a healthy dose of humor delivered through Dr. Furman's combination of "Jersey Girl" sass and a sprinkle of Southern charm, you'll leave Beaufort feeling more confident and energized!

**Moderators:** Jessie Roth, Assistant Manager, Southern Pines

Dr. Kim Nelson, UNC School of Government

**Speaker:** Dr. Melissa Furman, Career Potential, LLC

Updated 5-8-25