

Updated January 27, 2023

WEDNESDAY, FEBRUARY 1

10:00 a.m. Registration Table Opens (Salem Foyer)

11:00 a.m.–12:00 p.m. Orientation for New Managers and Association Members (Winston 3C)

1:00–3:00 p.m. Opening General Session (Salem 2)

Keynote Speaker: Christopher Chung, CEO, Economic Partnership of North Carolina

Weathering the Storm: How well prepared is North Carolina to address economic headwinds, volatility, and uncertainty? What can we expect going forward? How can North Carolina retain its top ranking in the United States for business climate? How are key stakeholders working together, and how can city and county managers contribute to product development, job creation, and business attraction and expansion efforts?

3:00–3:15 p.m. Break (Foyer)

3:15–4:45 p.m. CONCURRENT SESSIONS

Session I: Trends in Fire Service (Winston 3AB)
(First Responder Track)

Communities of all size are dealing with the convergence of complex factors that impact the delivery of fire services, particularly with volunteer system. Some of these include training requirements for volunteers, changing demographics of potential volunteers, changing service areas (to include the impact of population growth (and decline)), limited ability to annex areas, aging out of volunteer leadership and a host of other factors. Leaders from around the State will share their observations about best practices to navigate these changes.

Panelists: Chris Davis, President, NC Fire Chief's Association

Speakers: Brian Alligood, County Manager, Beaufort County

Dudley Watts, County Manager, Forsyth County

Session II: Keeping the Community Affordable
(Salem 1AB)

This session will describe the journey undertaken by the City of Concord to form and establish a community non-profit (WeBuild Concord) to serve as a catalyst for building homes, partnerships, and opportunities for the stability and wealth of their residents. The benefits and challenges of using a collective impact approach and leveraging a Land Trust model will be presented in detail.

Panelists: Joshua Smith, Assistant City Manager, Concord

Patrick Graham, CEO, WeBuild Concord

Jason Webb, Community & Technical Assistance Principal, Grounded Solutions

Moderator: Mark Matthews, Assistant Town Manager, Fuquay-Varina

Session III: Recruitment, Retention, and the Future of Local Government Employment (Salem 3AB)
(HR/Organization Track)

Public sector employment opportunities are ever increasing with over 70% of local government leaders able to currently retire. This presentation will focus on recruitment and retention strategies and best practices. Topics will include: the role of internship programs in human resource management, Lead for NC Fellowship program, Generation Z considerations, and understanding overall recruitment and retention trends across NC with present-day data.

Speakers: Leisha Dehart Davis, Professor of Public Administration and Government, UNC School of Government

Dylan Russell, Executive Director, Lead for North Carolina, UNC School of Government

4:45–6:00 p.m. Reception (Foyer)

5:15–6:00 p.m. PELA Reception (Winston 1A)

THURSDAY, FEBRUARY 2

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

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 State University (Winston 1A)

UNC Chapel Hill (Gaines 1)

UNC Greensboro (Winston 3A)

UNC Charlotte (Salem 1C)

UNC Wilmington (Winston 1B)

Western Carolina University (Winston 1C)

8:30 a.m.–6:00 p.m. Professional Photography Headshots provided by McGill Associates (Salem Alcove)

8:45–10:15 a.m. CONCURRENT SESSIONS

Session I: Trends in Law Enforcement (Winston 3AB) (First Responder Track)

Law enforcement is evolving rapidly as the field is responding to community expectations for greater transparency, improved relationships, technology, officer health and wellness, and many other challenges. The increased scrutiny challenges departments to maintain appropriate staffing while trying to maintain public safety. In this session, participants will hear from police chiefs from small to medium sized departments on the various issues they are addressing in their local communities. Topics include Transparency, Community-Police Relations,

Technology, Diversity, Equity, and Inclusion, Officer Health and Wellness, and Recruitment and Retention

Panelists: Chief Jason Armstrong, Town of Apex

Chief Gary Gacek, City of Concord

Chief David Hess, Town of Roxboro

Session II: Innovative Approaches to Addressing Homelessness (Salem 1AB)

(Community Development Track)

Homelessness challenges communities, large and small, requiring collaboration among cities, counties, non-profit organizations, and the faith community. As homelessness continues to demand greater attention in communities, local leaders seek to develop innovative solutions to assist this vulnerable population. Panelists will share best practices and provide insights to answer the questions: Who's in charge? What to avoid? What's working and what's not working?

Panelists: Shereka Floyd, Continuum of Care Program Manager, City of Winston-Salem.

Cheri Neal, Continuum of Care Program Manager, Guilford County

Michelle Kennedy, Director of Housing & Neighborhood Development, City of Greensboro

Ruth Burcaw, Executive Director, City with Dwellings

Andrea Kurtz, Executive Director, Strategic Housing Initiatives, United Way of Forsyth County

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

Session III: Let's Talk About Mental Health (Salem 3B) (HR/Organization Track)

In this panel discussion, we will explore why talking about mental health matters and provide a few tools and services available to help Managers deal with stress, mental health concerns, and resiliency for themselves and for the employees they lead.

Panelists: Will Eads, PsyD, NCFBPPC, Counselor, CareNet

Kyla Montes, Program Manager Mental Health First Aid, Atrium Health

Denise Price, Director of Behavioral Health Services, County of Forsyth

Moderator: Danielle Lamphier, MBA, VP Enterprise Employer Services, Atrium Health

10:15–10:30 a.m. Break (Foyer)

10:30–11:45 a.m. CONCURRENT SESSIONS

Session I: Cyber Security: What Managers Need to Know Now! (Winston 3AB) (First Responder Track)

Cyber Security is an ongoing challenge for local governments because new threats evolve frequently and spread rapidly. What are the pitfalls and best practices for cities, towns, and counties? How can managers evolve their IT processes to improve security, protect resident data, and defend critical services from cyber-attack disruption? What resources are available to assist local governments of all sizes in risk assessment and creating cyber security plans.

Panelists: Art Thompson, Chief Information Officer, City of Detroit, MI

Jonathan Feldman, Chief Information Officer, Wake County

Moderator: Katherine Cathey, County Manager, Person County

Session II: Best Practices for High Performing Teams (Salem 1AB) (HR/Organization Track)

The panelists will discuss various best practices for building and sustaining high performing teams. Panelists will offer practical tips based on personal experiences with recruiting high performing team members, communicating within teams to facilitate high performance, and specific discussion about how veterans and military spouses can contribute to building and sustaining high performing teams.

Panelists: Kimberly Williams, CEO/Founder, NC4ME
Willow Jacobson, Distinguished Professor of Public Administration and Government; MPA Program Director, UNC School of Government

Carter Lemmerman, Senior HR Consultant, Forsyth County

William Doerfer, Assistant County Manager, Franklin County

Moderator: Dudley Watts, County Manager, Forsyth County

Session III: Weaving Community Engagement into Your Civic Fabric (Salem 3AB)

(Community Development Track)

As a government organization, public participation is an often-mandated prerequisite for certain decisions. Within this context, it can feel like an activity which we do simply to check a box. This session will consider what it means to lead using a ‘with and through’ rather than a ‘to and for’ approach, explore various engagement approaches and examples that help you incorporate the perspective of others in your work, and hear from a panel of practitioners about their experiences and lessons learned.

Panelists: Wanda Allen-Abraha, Director of Human Relations/DEI Department, City of Winston Salem

Bill Summers, Town Manager, Town of Knightdale

Bryan Thompson, Assistant County Manager, Chatham County

Courtney Cooper-Lewter, Community Relations Analyst, Chatham County

Teshanee Williams, Assistant Professor of Public Administration and Government, UNC School of Government

Moderator: Lydian Altman, Teaching Assistant Professor, UNC School of Government

11:45 a.m. –1:15 p.m. President’s Luncheon (Salem 2)

- Recognition of MPA Scholarship Recipients
- Recognition of Life Members
- Recognition of the Assistant Manager of the Year
- Presentation of the John Whitehurst Service Award
- North Carolina State Treasurer Dale Folwell
- “Memorable Moments”

1:15–1:30 p.m. Break (Foyer)

1:30–3:00 p.m. NCCMA Business Meeting (Salem 3AB)

1:30–3:00 MPA Student Session: What Does it Take to Be Successful in Local Government? (Salem 1AB)

MPA Faculty Weigh in on KSA Survey and Expert Practitioner Panel Discusses Career Path and Skills

Needed to be Successful in Local Government. Dr. Casey Fleming has gathered data from MPA program faculty and updated the KSA survey. Panelists will discuss their career paths and discuss the skills they have developed to thrive in local government.

Panelists: Tasha Logan Ford, City Manager, High Point
Adam McLamb, Director of Public Works & MPA
Candidate, Town of Indian Trail

Casey Fleming, Assistant Professor of Public
Administration, East Carolina University

Jim Seymour, Assistant Manager, Town of Fuquay-
Varina

3:00 – 3:15 p.m. Break (Foyer)

3:15–4:45 p.m. CONCURRENT SESSIONS

Session I: NCLM Legislative Update (Salem 1AB)

Session II: NCACC Legislative Update (Salem 3AB)

Session III: Speed Networking for MPA Students
(Winston 2)

Session IV: MPA Directors Meeting (Twin City
Boardroom)

4:45–6:00 p.m. Reception (Foyer)
Sponsored by WithersRavenel

5:15–6:00 p.m. Benchmarking 2.0 Reception
(Winston 1A)

FRIDAY, FEBRUARY 3

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

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

**9:00 a.m.–12:00 p.m. Making Your Strategic Plans
Work for You** (Salem 2)
(*Separate registration is required.*)

Strategic planning is one of the most effective tools in local government to improve organizational performance and sustainability. But to be truly effective, the planning process must extend beyond the strategic plan and consider linkages to performance management, service delivery, budgeting, and

stakeholder engagement. This workshop will provide a framework for these linkages, examples of two communities' experiences with strategic planning, and exercises to help you get started with a planning process. The workshop will help generate ideas for participants to effectively implement the plans after they have been adopted.

Speakers: Obed Pasha, Associate Professor of Public
Management, UNC School of Government

Mark Matthews, Assistant Manager, Town of Fuquay-
Varina

John Hodges, Assistant Manager, Town of Garner

**9:00 a.m. – 12:00 p.m. Mobile Workshop. Tour of the
Winston-Salem Police Department's "Real Time Crime
Center"** (Salem 1AB)

*Please note: The Real Time Crime Center is located
approximately 0.3 miles or 2 blocks from the Convention
Center. Participants will be expected to walk to/from the
convention center and Real Time Crime Center.*

The Winston-Salem Police Department's Real Time Crime Center (RTCC) serves as a centralized hub of real-time information, providing the department with the ability to use technology and other resources to support intelligence-led policing efforts that increase the safety of police officers and citizens alike. Technological components in the RTCC include a community connect camera-sharing program and camera registry; a text-a-tip line that accepts text, photo, and videos; and the ShotSpotter gunfire detection system. Money for the center came from a \$700,000 U.S. Department of Justice/Bureau of Justice Smart Policing Assistance grant. The Winston-Salem Police Department was one of ten agencies nationwide to receive the funding, and the center is one of the first of its kind in the region.

Speakers: Amy Gauldin, Police Captain, City of Winston-
Salem

Jose' Gomez, Assistant Police Chief, Cit of Winston-
Salem

10:00-10:15 a.m. Break

12:30–2:30 p.m. Program Committee Meeting & Lunch
(Salem 3A, Invitation Only)