55th Annual North Carolina City and County Management Seminar
February 3–5, 2016 | Sheraton Imperial Hotel, Research Triangle Park, Durham

WEDNESDAY, FEBRUARY 3, 2016

9 a.m.–12:30 p.m. PRECONFERENCE SESSIONS

Workshop I: ICMA: Leadership Skills for Managing Wicked Problems (Imperial 5)
This interactive workshop will teach proven leadership skills for building the collaborative and action-focused initiatives that are essential for managing wicked problems (complex, interdependent, lacking clear definition, with multiple stakeholders) in local communities. The workshop includes case studies and a skills toolkit.

Speaker: *Mike Huggins,* ICMA-CM; Principal, Civic Praxis

Workshop II: Performance Management Wars: The Workforce Awakens (Imperial 6–7)
In this workshop, experts will teach how to manage both strategic and operational outcomes using real life examples, a range of scalable technology solutions, and practical steps to create or improve how you organize and manage operations and projects.

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

Speakers: *Randy Reid,* SE Regional Director/Director of Performance Initiatives, ICMA Insights

Bertha Johnson, Budget and Management Services Director, City of Durham

Rebecca Rogers-Carter, Strategic Initiatives Manager, City of Fayetteville

10 a.m.–12 p.m. NC Veterans in Public Service (Piedmont Room)
This inaugural meeting is for veterans, military members, and anyone willing to support veterans and transitioning service members in the public sector.

Speakers: *Evans Ballard,* Adjunct Instructor, MPA@UNC, UNC School of Government (US Army, active duty 1985–1989)

Will Doerfer, ICMA/NCACC Local Government Management Fellow, Hyde County (US Army, active duty 1999–2003)

Charles A. Szypszak, Professor, UNC School of Government (US Marine Corps, active duty 1979–1983)

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

12 p.m. Registration

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

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

Speakers: *Scott Hildebran,* President, NCCCMA; Manager, City of Lenoir

Rodney Dickerson, Program Chair, NCCCMA; Assistant Manager, Town of Garner

Tasha Logan-Ford, Past President, NCCCMA; Assistant Manager, City of Rocky Mount

2:15–3 p.m. Keynote Address: ICMA Strategic Plan (Imperial 4–5)

Robert J. O'Neill, Executive Director, ICMA

3–3:30 p.m. Break

3:30–5:30 p.m. Plenary Session: Positioning our Organization for the Future—Your Thoughts? (Imperial 4–5)
NCCCMA is in the midst of developing a strategic plan to guide the work of the organization and propel its members forward. This is your opportunity to hear about the plan and offer your reactions to a refreshed mission statement, draft goals, and potential actions in one of three concurrent facilitated work sessions.

Speakers: *Craig Honeycutt,* NCCCMA Strategic Planning Committee Co-Chair; Manager, Alamance County

Tasha Logan-Ford, NCCCMA Strategic Planning Committee Co-Chair; Assistant Manager, City of Rocky Mount

Strategic Plan Work Session A (Imperial 6)

Strategic Plan Work Session B (Imperial 7)

Strategic Plan Work Session C (Royal)

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

Peg Carlson, Professor of the Practice, UNC School of Government

Kimberly Nelson, Associate Professor, UNC School of Government

Carl Stenberg, Professor, UNC School of Government

Vaughn Upshaw, Lecturer, UNC School of Government

Donna Warner, Director, Local Elected Leaders Academy, UNC School of Government

5:30 p.m. Reception (Imperial Pre-Function Area)

THURSDAY, FEBRUARY 4, 2016

7:30 a.m. Late Registration

7:30–8:30 a.m. Alumni Breakfasts

Appalachian State University (Crystal Coast)

East Carolina University (Crown A)

North Carolina State University (Royal B)

University of North Carolina at Chapel Hill (Empire D–E)

University of North Carolina at Charlotte (Crown B)

University of North Carolina at Greensboro (Royal A)

University of North Carolina at Wilmington (Bull B)

Western Carolina University (Bull A)

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

8:30–10 a.m. CONCURRENT SESSIONS

Session I: Speed Coaching for MPA Students (Empire A–B–C)
Network one-on-one with up to six city/county managers and assistant managers.

Moderators: *Luisa Agathon,* MPA Candidate, UNC-Chapel Hill

Tom Lundy, Manager, Catawba County

Session II: North Carolina Innovation Award Winner Showcase (Imperial 4)
Recipients of awards granted by the Alliance for Innovation will describe their innovative programs and explain challenges they had to overcome and lessons learned.

Moderator: *Kimberly Nelson,* Associate Professor, UNC School of Government

Panelists: *Travis Crane,* Assistant Planning Director, City of Raleigh

John Eller, Director of Social Services, Catawba County

Justin Greco, Application Integration Developer for GIS and Web, City of Raleigh

Session III: Public Sector Marketing for Geniuses (Imperial 5)
This session will present a framework for the development and implementation of marketing strategies in the public/nonprofit sector.

Moderator: *Bo Ferguson,* Assistant Manager, City of Durham

Speaker: *Lew G. Brown,* Associate Professor Emeritus, UNC Greensboro

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

10–10:30 a.m. Break

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

Session I: Working with Governing Boards in the New Millennium (Imperial 4)
Considering all the social, economic, and political changes of the past 15 years, is it more difficult now to work with our governing boards? Hear from four long-tenured city and county managers on their experience working with local elected officials during their careers.

Moderator: *Richard Douglas,* Manager in Transition

Speakers: *Anne-Marie Knighton,* Manager, Town of Edenton
Rick Hester, Manager, Johnston County
Tom Lundy, Manager, Catawba County
Bruce Radford, Manager, Town of Apex

Session II: Post-Recession Construction (Imperial 5)
This session will take a high-level view of the effects of the recession on construction by local governments. We will focus on three areas: building construction/contractors; planning, zoning, and building permits; and tax departments.

Moderator: *Lance Metzler,* Manager, Rockingham County

Speakers: *Tonya Caddle,* Director of Planning and Zoning, Rockingham County
Mark McClintock, Director of Tax Department, Rockingham County
Ronald Tate, Director of Engineering and Public Utilities, Rockingham County

Session III: ICMA Student Chapter Roundtable (Imperial 6–7)
Students will hear from recent MPA graduates about their experiences working in local government, including avenues to enter the profession, strategies for overcoming challenges, and skills most often used by entry-level local government professionals.

Moderator: *Alex Vazquez,* MPA Candidate, UNC-Chapel Hill

12–1:30 p.m. President's Luncheon (Empire Ballroom)
The luncheon program includes the introduction of NCCCMA MPA scholarship recipients, recognition of life members and sponsors, and memorable moments in management.

1:45–5 p.m. Conference Workshop: Are you Future Ready? (Imperial 4)
Have you challenged your community to imagine 2036? In this session you will be introduced to Alliance for Innovation forces and trends as well as UNC School of Government research into North Carolina trends. You will be challenged to think beyond the horizon and practice tools you can apply in your community to be future ready.

Moderator: *Charles B. Archer,* NCCCMA Honorary Member; Account Director, Freese and Nichols

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

Toni Shope, Strategic Initiatives Director, Alliance for Innovation

1:45–3:15 p.m. CONCURRENT SESSIONS

Session I: Different Perspectives on Issues Facing Local Governments (Imperial 5)
A former speaker of the NC House of Representatives, political commentators, and observers will discuss how those politically involved outside of municipal and county government view local governments and the issues they face.

Moderators: *Rose Vaughn-Williams,* Director of Government Affairs, NC League of Municipalities

Johanna Reese, Director of Government Relations, NC Association of County Commissioners

Panelists: *Matt Bales,* Owner, Carolina Consulting Partners
Harold Brubaker, Former Speaker, NC House of Representatives; Principal, Brubaker & Associates
Philip Isley, Partner, Blanchard, Miller, Lewis & Isley PA
Robert J. Rosser, Owner, Impact Strategies Inc.

Session II: Applying Behavioral Insights to #13Percent (Imperial 6-7)
Women fill only 13 percent of all chief administrative officer positions in local government, a statistic that hasn't changed since 1984. Learn how a behavioral economics framework can be used to analyze this issue and assess what steps leaders can take to make a measurable difference. Learn how to apply behavioral insights to other topics as well, such as boosting participation in wellness programs and increasing tax compliance.

Moderator: *Jenifer Della Valle,* Management Analyst/Assistant PIO, Town of Hillsborough

Speakers: *Mariel Beasley,* Research Associate, Duke University Center for Advanced Hindsight

Leisha DeHart-Davis, Associate Professor, UNC School of Government

3:15–3:30 p.m. Break

3:30–5 p.m. CONCURRENT SESSIONS

Session I: Evolving Workplace Expectations: It's Time to Revamp Antiquated Policies and Practices (Imperial 5)
Is your organization "running on an outdated plugin?" Are you having difficulty recruiting and retaining the next generation of local government professionals? Join a discussion with practitioners and current MPA students about the changing expectations of local government as a career option.

Moderator: *Rafael Baptista,* ICMA Local Government Management Fellow, City and County of Durham

Panelists: *Sarah Harris,* MPA Candidate, Appalachian State University
Caley Trujillo Patten, MPA Candidate, UNC-Chapel Hill
Jeff Richardson, Manager, Cleveland County
Regina Youngblood, Human Resources Director, City of Durham

Session II: Draw Upon Your Artistic Side: Communities Creating Economy (Imperial 6–7)
What makes your town or county unique? The process of bringing a community together to collaborate on a vision, strategies, and actions can be exciting and daunting. This session will highlight two North Carolina communities that are anticipating economic impacts from projects built around their local arts scene. Panelists will share success stories and lessons learned and offer encouragement to build civic pride and economic well being.

Moderator: *Janet Kagan,* Founder and Board Chair, Art-Force Inc.

Panelists: *Denise Dickens,* Public Art and Exhibition Supervisor, Town of Cary
Jenny Moore, Project Director, Vollis Simpson Whirligig Park Project
Wanda J. Profitt, Director, Yancey County Economic Development Commission

5:15–6:30 p.m. Public Executive Leadership Academy (PELA) Reception for Graduates and 2016 Prospective Applicants (Royal)

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

FRIDAY, FEBRUARY 5, 2016

7:30 a.m. Late Registration

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

9–10:15 a.m. Business Meeting (Imperial 1–3)

10:15-10:30 a.m. Break

10:30 a.m.–12 p.m. NCLM (Imperial 1–2–3) **and NCACC** (Imperial 4) **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
Erin Wynia, Legislative Counsel, NC League of Municipalities
Johanna Reece, Director of Government Relations, NC Association of County Commissioners

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

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Find the app by searching "**NCCCMA Event**" in the App Store (iPhone and iPad users) or the Google Play Store (Android users). Blackberry, Windows Phone, and PC users can view the app in a browser by visiting **ncccmaevent.org**.