The session will cover the demographic trends shown in this year’s Census and the comparisons with previous Census efforts as well as data and products still expected and information on the 2020 Census challenge process which runs until June 2023.

Speakers: Bob Coats, Governor’s Census Liaison, NC Office of State Budget & Management
Michael Cline, State Demographer, NC Office of State Budget & Management

Session III: Sponsor Sessions

a. Measuring and Mastering Inclusive Leadership within Your Organization (Winston 3)
Leaders are responsible for creating a space where everyone feels a sense of belonging, yet methods for doing so are neither obvious nor easy to implement.

Speakers: Mitchell Gold, Managing Director of Employee Engagement and Leadership Advisory Practices, Gallagher
Brandis Ruffin, Senior Consultant of Human Resources & Compensation Consulting, Gallagher

b. Donated Projects: Do You Know What You Are Getting? (Winston 3)
The presentation will discuss why and how local governments can contract with engineering consultants for their services, the types of service that can be provided, the engagement with the developer, and on the developer constructed projects within the Town of Cornelius and discuss why the Town chose to proceed with this approach to accepting donated projects and their ultimate goals to reduce initial capital expenditures on maintenance improvements of new infrastructure.
4:45–6:00 p.m. Reception (Foyer)

THURSDAY, FEBRUARY 3

7:00 a.m. Registration Table Opens

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 (Winston 1C)
- NC State University (Conference 2)
- UNC Greensboro (Winston 1A)
- UNC-Chapel Hill (Gaines 1)
- UNC Charlotte (Conference 1)
- UNC Wilmington (Ardmore 2)
- Western Carolina University (Ardmore 1)

8:45–10:30 a.m. CONCURRENT SESSIONS

Session I: An Expert’s View on Wellness, Resiliency and Social Anxiety with Front Line Workers Amid the Pandemic (Salem 3)
This session will cover wellness programming for employees and organizations—what works, what doesn’t, and why in the context of the pressures and challenges of responding to the coronavirus pandemic.
Speaker: William “Bill” Satterwhite, Chief Health and Wellness Officer, Atrium Health Wake Forest Baptist
Moderator: Dudley Watts, County Manager, Forsyth County

Session II: Affordable Housing in a Rapidly Growing Community (Salem 1)
This session will focus on how three North Carolina municipalities have faced rapid population growth resulting in significant new housing growth, economic development, and population increases.
Panelists: Scott Chase, Assistant Manager, Town of Holly Springs

Session III: Contemporary Communication Tools (Winston 3)
Learn how three local governments have used a variety of media platforms and strategies to cut through a crowded media landscape to share their stories and information with more residents than ever.
Panelists: Mark Matthews, Assistant Manager, Town of Fuquay-Varina
Ran Northam, Communications Manager, Town of Chapel Hill
Adam Lindsay, Assistant Manager, City of Fayetteville
Tim Boyum, Political Anchor, Spectrum News 1, Raleigh

10:00–10:15 a.m. Break

10:15–11:30 a.m. CONCURRENT SESSIONS

Session I: Phone a Friend: An Assist with Managing the Maze of ARPA Local Fiscal Recovery Funds (Salem 3)
The American Rescue Plan Act of 2021 pumped more than $3.4 billion into North Carolina local governments. UNC School of Government, NC Association of County Commissioners, NC League of Municipalities, and Councils of Government are providing guidance and developing action plans to provide timely updates on Local Fiscal Recovery Funds and engage in discussion on long-term assistance plans.
Panelists: Chris Nida, Director of Municipal Research & Strategic Initiatives, NC League of Municipalities
Lacy Pate, Policy Research Director, NC Association of County Commissioners
Lee Worsley, Executive Director, Triangle J Council of Governments
Moderator: Patrice Roesler, Manager of Elected Official Programming, Center for Public Leadership and Governance, UNC School of Government

Session II: Digital, Equity, and Inclusion and the Digital Divide: What Can Local Governments Do? (Salem 1)
The COVID-19 pandemic has exposed thousands lacking reliable, high-speed access to the Internet. Panelists will
discuss state and local efforts to address three major challenges with broadband access—cost/affordability, availability/infrastructure, and digital literacy.

Speakers: Tom Kureczka, Chief Information Officer, City of Winston-Salem

Session III: Lead for North Carolina: The Next Generation of Local Government Leaders (Winston 3)
This session is designed to give participants a greater understanding of the Lead for North Carolina fellowship program. Lead for North Carolina aims to increase organizational capacity and strengthen the state’s talent pipeline by placing recent graduates trained and supported by the UNC School of Government into local government offices. To date, our Lead for North Carolina fellows have secured over $15 million in grant funding, made government more accessible through ensuring ADA compliance, and managed emergency communications during the COVID-19 pandemic. This panel session will introduce participants to some of the LFNC Fellows, highlight Fellow accomplishments, and explore what local governments can do to attract recent graduates to their ranks.

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

11:30 a.m. –1:00 p.m. President’s Luncheon (Salem 2)
- Recognition of MPA Scholarship Recipients
- Recognition of Life Members
- Recognition of the Assistant Manager of the Year
- Recognition of the John E. Whitehurst Service Award (if awarded)
- “Memorable Moments” – Steve Wyatt, Retired Henderson County Manager, and Lane Bailey, Retired Salisbury City Manager

1:00–1:15 p.m. Break

1:15–2:45 p.m. NCCCMA Business Meeting (Winston 2)

1:15–2:45 MPA Student Session (Winston 3)
Do you have the skills? Expert Practitioner Panel Discussion and Survey Results Reveal the Top Skills Needed to be a Local Government Rock Star
This session is paneled by current and retired managers who will discuss the skills and knowledge needed to be a local government rock star. Dr. Casey Fleming from ECU will debut results from the ECU KSAO survey conducted in November 2021 which asked current NCCCMA Membership what skills they thought most necessary to achieve success in local government service.

Speaker: Dr. Casey Fleming, Assistant Professor, East Carolina University

Panelist: Ashley Jacobs, Deputy County Manager, Wake County
Patrice Toney, Assistant City Manager, City of Winston-Salem
Kim Denton, County Manager, Franklin County
Kris Cahoon Noble, County Manager, Hyde County
Tony Brown, Retired County Manager, Halifax County

2:45–3:00 p.m. Break

2:45–4:30 p.m. ARPA “Office Hours” (Foyer)
Bring your questions related to ARP/CLFRF for small group discussions on eligible uses, compliance, uniform guidance, and more.

3:00–4:30 p.m. CONCURRENT SESSIONS
Session I: NCLM Legislative Update (Winston 2)
Session II: NCACC Legislative Update (Salem 3)
Session III: Speed Networking for MPA Students (Salem 1)
Session IV: MPA Directors Meeting (Winston 1C)

4:30–5:30 p.m. Reception (Foyer)

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

FRIDAY, FEBRUARY 4
8:00 a.m. Registration Table Opens

8:00–9:00 a.m. Continental Breakfast (Foyer)
9:00 a.m.–12:00 p.m. Trust: The Key to Effective Leadership Workshop (Winston 2)
Participants explore the concept of trust and its links to effective leadership using an evidence-based model developed from a series of studies conducted in the Iraq combat zone. Throughout the session, the instructor uses self-assessments, small group exercises and discussions, and storytelling to reinforce concepts.
Presenter: Patrick J. Sweeney, Professor of the Practice of Management and Executive Director, Allegacy Center for Leadership and Character, Wake Forest University School of Business

9:00 a.m. –12:00 p.m. Mobile Workshop: The Benefits of the “Construction Management at Risk Method” and the Bowman Gray Stadium Improvements Project (Meet at Front Door)
In April 2019, the Winston-Salem Mayor and City Council approved the investment of $9 million in limited obligation bonds to finance improvements to historic Bowman Gray Stadium, home of the Winston-Salem State University football and NASCAR’s longest-running weekly race. City staff recommended the construction management at risk (CMAR) method for delivering this project. Improvements are scheduled to be completed by March 2022. Representatives from the project team will lead a tour of Bowman Gray Stadium and discuss the challenges presented by the project.

12:15–2:30 p.m. Program Committee Meeting & Lunch (Winston 1C, Invitation Only)