

57th Annual North Carolina City and County Management Seminar

January 31–February 2, 2018 | Benton Convention Center, Winston-Salem, NC

WEDNESDAY, JANUARY 31, 2018

9 a.m.–12 p.m. Preconference Session

ICMA Workshop: Fatal Flaws of a Council–Management Relationship (Salem 3AB)

This session will examine the council–manager relationship by addressing such issues as potential landmines, role clarity, challenges and pitfalls of executive leadership, opportunities for improvement, and assessment.

Speaker: *Ian McCormick*, President, Strategic Steps Inc., Alberta, Canada

11 a.m.–12 p.m. Orientation for New Managers and Association Members (Salem 1A)

12 p.m. Registration (Salem Foyer)

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

12:30–1:30 p.m. Civic Education Committee Meeting (Conference 2)

1:45–2:15 p.m. Welcome and Introductions (Salem 2)

Speakers: *John Connet*, President, NCCMA; Manager, City of Hendersonville

Lance Metzler, Program Chair, NCCMA; Manager, Rockingham County

Mike Smith, Dean, UNC School of Government

2:15–3:45 p.m. Keynote Address (Salem 2)

Using the development of the Innovation Quarter in downtown Winston-Salem as a backdrop, this talk will focus on how managers and elected officials can collaborate to implement similar projects and effect results in other types of government programs.

Speakers: *Allen Joines*, Mayor, City of Winston-Salem

Eric Tomlinson, President, Wake Forest Innovation Quarter; Chief Innovation Officer, Wake Forest Baptist Medical Center

3:45–4 p.m. Break

4–5:30 p.m. Plenary Session: 13 Things Mentally Strong People Don't Do (Salem 2)

Speaker: *Amy Morin*, Psychotherapist; Author

5:30 p.m. Reception (Foyer)

THURSDAY, FEBRUARY 1, 2018

7:30 a.m. Alumni Breakfast Registration (Marriott Hotel)

7:30–8:30 a.m. Alumni Breakfasts (Marriott Hotel, Second Floor)

Appalachian State University
(Hearn CD)

East Carolina University
(Hanes Boardroom)

North Carolina State University
(Corpening)

UNC-Chapel Hill (Hearn A)

UNC Charlotte (Winston)

UNC Greensboro (Salem)

UNC Wilmington (Reynolda)

Western Carolina University
(Piedmont)

7:30 a.m. Continental Breakfast (Benton Convention Center, Foyer)

7:30 a.m. Late Registration (Salem Foyer)

8:30–10 a.m. CONCURRENT SESSIONS

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

This is a lively, fast-paced opportunity for students to network and develop professional connections in four or five 10-minute speed-coaching sessions.

Moderator: *Michelle Lancaster*, Assistant Manager, Union County

Session II: Listen to Employees, Design a Better Workplace (Salem 1AB)

This panel will discuss how local governments can attract and retain the best employees through effective listening. Panelists will discuss research trends and share insights from managers who have acted on employee feedback to improve their workplaces.

Panelists: *Leisha DeHart-Davis*, Professor, UNC School of Government

Ruffin Hall, Manager, City of Raleigh

Jaime Laughter, Manager, Transylvania County

Lloyd Payne, Assistant Manager, City of Concord

Roger Stancil, Manager, Town of Chapel Hill

Session III: Effective Communication Strategies during Crisis Situations (Winston 3AB)

A case study of the shooting incident involving the Charlotte–Mecklenburg Police Department in September 2016 will highlight the importance of effective messaging in crisis or emergency situations. Presenters will share effective messaging strategies that can be employed through a variety of communication channels.

Moderators: *Charles Archer*, Account Director, Freese and Nichols Inc.

Ann Wall, Manager, City of Greenville

Speaker: *Sandy D'Elosua Vastola*, Director, Charlotte Communications and Marketing

8:30 a.m.–12 p.m. CONFERENCE WORKSHOP (Salem 3AB)

The War on Opioids: Attacking the Epidemic on Multiple Fronts

The opioid epidemic has devastated families and communities throughout the state. The social safety net has responded to this complex and far-reaching problem with some innovative solutions having lasting impact. This workshop will include presentations from the state's attorney general as well as law enforcement, local government officials, and others working on the front lines of this crisis in an effort to help individual communities as they seek out effective treatment models.

Moderator: *Lance Metzler*, Program Chair, NCCMA; Manager, Rockingham County

Speakers: *Thomas Bashore*, Police Chief, Town of Nashville

Kimberly Nelson, Associate Professor, UNC School of Government

Josh Stein, Attorney General, State of North Carolina

Panelists: *Tony Brown*, Manager, Halifax County

Mike Downs, Manager, Cabarrus County

Denise Stinagle, Manager, Wilson County

Jack Veit III, Manager, Craven County

9–10:30 a.m. MPA Program Director's Meeting (Twin City Boardroom)

10–10:30 a.m. Break

10–10:30 a.m. Q&A with Interim Executive Director of Cardinal Innovations, Trey Sutton (Salem 1C)

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

Session I: Navigating Today's Water Finance and Governance Challenges and Opportunities (Salem 1AB)

This session will provide an update on emerging local water management and utility trends, challenges, and opportunities. Managers will also be able to share their experiences, practices, and perceptions related to this essential community, economic, and natural resource through live polling and other structured activities.

Speaker: Jeff Hughes, Director, Environmental Finance Center, UNC School of Government

Session II: Shift Happens: Tapping Your Superpowers When You Need Them Most (Winston 3AB)

Learn from founding members of the North Carolina Government Coaching Group about how the Transition Support Program can provide the training and support you need to manage in the face of workplace changes, reorganization, and other challenging events.

Moderator: Michael Peoples, Manager, City of Gastonia

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

Panelists: Rick Rocchetti, CEO, Rocchetti and Associates

Dale Smith, CEO, Smith Management Training and Consulting Services

Lib Wanner, Owner, Lib Wanner Coaching

Session III: Large City/County and Small City/County Roundtables (Winston 1AB)

City/county managers of large cities/counties (greater than 100,000/200,000 respectively) and small cities/counties (less than 1,500/20,000 respectively) will discuss important topics facing these urban and rural jurisdictions.

Moderators: John Connet, President, NCCCMA; Manager, City of Hendersonville

Rodney Dickerson, Secretary/Treasurer, NCCCMA; Manager, Town of Garner

Grant Goings, 1st Vice President, NCCCMA; Manager, City of Wilson

Renee Paschal, 2nd Vice President, NCCCMA; Manager, Chatham County

12–1:30 p.m. PRESIDENT'S LUNCHEON (Salem 2)

The luncheon program includes introduction of NCCCMA MPA scholarship recipients, recognition of life members and sponsors, and Memorable Moments in Management.

1:30–3:15 p.m. Program Conference Committee Meeting (Conference 2)

1:45–3:15 p.m. CONCURRENT SESSIONS

Session I: MPA Student Guide to the First Few Years (Salem 1AB)

What's it like to start a career today? Five managers will share experiences and advice about interviews, contracts, elected officials relationships, and what to expect in your first few years of management.

Moderators: Brandon Holland, Manager, Town of Biscoe

Patrick Niland, Manager, Town of Wingate

Panelists: Sarah Harris, Administrator, Town of Booneville

Tom Hart, Manager, City of Clinton

Jaime Laughter, Manager, Transylvania County

Megan Powell, Management Assistant, Henderson County

Alex Sewell, Manager, Town of Wadesboro

Session II: Is Your Downtown Getting You Down? (Winston 3AB)

Does your downtown need some TLC? This session will suggest ways to revitalize and re-energize downtown spaces such as using creative financing strategies, repurposing existing structures, and engaging community vision.

Moderator: Drew Havens, Manager, Town of Apex

Panelists: Ashley Anderson, Attorney, Sanford Holshouser LLC

Larissa Harper, Executive Director, Downtown Salisbury, Inc.

Zack Kyle, Assistant Manager, City of Salisbury

Crystal Morphis, CEO, Creative Economic Development Consulting LLC

Jim Prosser, Executive Director, Centralina Council of Governments

3:15–3:30 p.m. Break

3:30–5 p.m. CONCURRENT SESSIONS

Session I: Citizens' Academies: Building Capacity for Community Engagement (Salem 1AB)

Citizens' academies are education programs conducted by local governments. Their purpose is to equip residents with civic knowledge and skills for improved community engagement. In this session you will learn about promising practices from three programs as well as the latest research on program impact.

Moderator: Lance Metzler, Program Chair, NCCCMA; Manager, Rockingham County

Speakers: Jenifer Della Valle, Assistant to the Manager, Town of Hillsborough

Peter Franzese, Public Affairs and Project Manager, City of Concord

Ricardo Morse, Associate Professor, UNC School of Government

Session II: Promoting Ethical Organizations (Winston 3AB)

This session examines the ethical expectations for local government administrators using the ICMA Code of Ethics and the ethics code of the American Society for Public Administration. Methods for promoting ethics in the organization will be explored.

Speaker: Jim Svara, Professor Emeritus, Arizona State University

5:15–6:30 p.m. Public Executive Leadership Academy (PELA) Reception for Graduates and 2018 Prospective Applicants (Salem 3C)

5:15–6:30 p.m. ICMA Student Chapter Reception (Winston 1C)

FRIDAY, FEBRUARY 2, 2018

7:30 a.m. Late Registration (Salem Foyer)

7:30 a.m. Continental Breakfast (Salem Foyer)

8:30–9:45 a.m. Business Meeting (Salem 1AB)

9:45–10 a.m. Break

10–10:30 a.m. State Treasurer Dale Folwell (Salem 1AB)

NC State Treasurer Dale Folwell will provide an update on the strategic goals of the Department of State Treasurer including the retirement systems and state health plan.

10:30 a.m.–12 p.m. Legislative updates: NCLM (Salem 1AB) **NCACC** (Salem 3AB)

12:15–2:30 p.m. NCCCMA Executive Committee (Conference 1)