

Michigan Local Government Management Association

Annual Summer Workshop
July 26-29, 2016
Midland



CULTURE BEATS LUCK

TABLE OF CONTENTS

Welcome.....	3
Committee	4

AGENDA

Tuesday, July 26, 2016.....	5
Wednesday, July 27, 2016.....	5-9
Thursday, July 28, 2016.....	10-15
Friday, July 29, 2016.....	16
Sponsors.....	18-19
Alternative Activities in Bay City.....	20-21
Mark Your Calendar	22
MLGMA Board of Directors.....	23



WELCOME!

Dear Friends and Colleagues:

The 2016 MLGMA Summer Workshop Planning Committee is excited to welcome you back to the Great Lakes Bay Region and to Midland in particular. During our last summer workshop in the region, Dr. Eric Gilbertson, retired president of Saginaw Valley State University, reminded us “. . . there are rewards for work done well—often intangible, often intrinsic, often intensely personal—and certainly not always in the applause of others. I just give you this charge: don’t give in to cynicism. Just don’t. And be proud knowing that yours is an honorable calling . . . and that you have mattered.”

It is in this spirit that we come together to share our triumphs, sharpen our skills, and reconnect with friends and make new ones. We are excited to present you with an opportunity for robust professional development. Seasoned practitioners and rookies alike will find valuable insights into why organizational culture matters, how to develop the right kind of culture, and how to convey productive attributes of the culture you are building throughout your organization. Amongst other things you will also get insights on where our economy is heading, how to effectively look after ourselves, and what it means to be “all in.”

But that’s not all. Midland is known as the “City of Modern Explorers,” and we can’t wait for you and your family to find out more about what our city, county, and region have to offer. Explore the area, and you will find a wonderful trail system and splash pad just steps from the hotel, a great beach just a short drive to the north, Santa’s workshop, and so much more. Oh, you didn’t know Santa had a place in Midland? Maybe we will pay a visit.

Did we mention softball? With Dow Diamond located in Downtown Midland, we can’t send you home without an opportunity to really experience and enjoy the ballpark. The Loons are on the road, so we will have the place to ourselves. If you’ve ever dreamed of playing on a professional field, this could be your chance to do just that while your friends and family cheer you on.

The 2016 MLGMA Summer Workshop promises to offer a tremendous value, a wonderful setting, and a good time. Meaningful people engaged in honorable work with great enthusiasm—that’s our kind of crowd, and we’re glad to see you here right in the middle of it.

On behalf of your workshop committee,

Jon Lynch
Committee Chair
City Manager, Midland

**SUMMER WORKSHOP
PLANNING COMMITTEE MEMBERS**

Jon Lynch, Chair	Midland
Bob Bruner.....	Michigan Municipal Services Authority
Rick Finn	Bay City
Bridgette Gransden	Midland County
Brad Kaye	Midland
David Keenan	Midland
Steve King	Kochville Township
Tori Meyer	Midland County
Tim Morales	Saginaw
Dana Muscott	Bay City
Neil Rankin	Montrose
Patricia Rayl	Auburn
Russ Taylor.....	Thomas Township

For restaurant suggestions, a map of things to do in
the area, copies of PowerPoints, and more, visit
<https://co.midland.mi.us/MLGMA.aspx>

TUESDAY, JULY 26

- 3:00–7:30 pm **Registration**
Location: **Indigo Foyer**
- 4:00–6:00 pm **MLGMA Board Meeting**
Location: **Platinum Room**
- 7:00–10:00 pm **Early Bird Reception**
Location: **H Hotel Courtyard**
Sponsored by Miller Canfield

WEDNESDAY, JULY 27

- 7:00–8:00 am **Pere Marquette Rail Guided Trail Run**
Location: Meet in hotel lobby
It's time to get physical! Join Midland Parks and Recreation for a beautiful guided 5K run on the Chippewa Nature Trail, over Midland's historic Tridge, and through some beautiful naturalized areas.

Guide: Marcie Post, Recreation Manager, Midland Parks and Recreation Department
- 8:00 am–4:00 pm **Registration**
Location: **Indigo Foyer**
- 8:30–9:00 am **Welcome & Opening Comments**
Location: **Indigo Room**

Speakers: Dale Kerbyson, City Manager, Lapeer;
 President, MLGMA
 Jon Lynch, City Manager, Midland;
 Summer Workshop Chair
 Honorable Mayor Maureen Donker,
 Midland

9:00–10:15 am

The Kilpatrick Enterprise

Sponsored by American Fidelity

Location: **Indigo Room**

Hear from the official FBI Agent of the Kwame Kilpatrick case.

Moderator: David Keenan, Assistant City Manager, Midland

Speaker: Robert Beeckman, Special Agent, Federal Bureau of Investigation

CC17: Integrity

10:30–11:45 am

Teaching the Culture of Santa Claus

Sponsored by Midland Cogeneration Venture

Location: **Indigo Room**

Each year, 150 Santas and Mrs. Claus come to Midland to study the spirit of Santa Claus. Santa Claus is the most well-known character in the world. The Santa School consists of 40 hours of intense learning packed into 3 days of hands-on experience, lectures, field trips, and spirit building exercises. It is an important position that provides lifelong positive memories for thousands of children and adults. From the time they enter the Midland Santa House, we start building an organizational culture of the spirit of love and giving that Santa Claus stands for. Although it is not possible to teach everything there is to know about the Santa spirit in 40 hours, the organizational culture we build gives them the quest to learn more and be the best representative of Santa Claus that our students can be. This idea is what makes the Santa spirit grow in both Santa and the children and families that he visits with every year.

Moderator: Jon Lynch, City Manager, Midland

Speaker: Tom Valent, Dean, Charles W. Howard Santa Claus School

CC6: Initiative, Risk-taking, Vision, and Creativity

Noon–1:15 pm **Lunch and Session: All In**
Sponsored by Spence Brothers
Location: **Indigo Room**

Success takes more than luck, it takes a commitment of being “All In.” We’ll hear from former NCAA First Team All-American and NBA Summer Player Gian Paul Gonzalez, who will inspire us and provide timeless lessons for success and motivation. Gian Paul was the motivator for the 2011-2012 NY Giants Football Team and originator of their “All In” slogan which they used to propel them to the Super Bowl. Gian Paul knows how far the power of commitment can take an individual, and he will challenge us to examine our lives at work, with family, and in the community.

Moderator: Bridgette Gransden, Administrator/
Controller, Midland County
Speaker: Gian Paul Gonzalez, Motivational
Speaker

CC18: Personal Development

1:30–2:30 pm **Breakout Sessions**

Effective Engagement in the Digital Era
Sponsored by ICMA-RC
Location: **Indigo Room**

Engaging your employees, starting when they enter the workforce through retirement, is critical for defined contribution plan success. In the age of instant access, mobility, social media, and an on-the-go workforce, how should plan sponsors be engaging their public sector employees on saving for retirement? This session will focus on digital trends and strategies that plan sponsors may want to consider as they develop financial wellness programs for millennials, mid-career participants, and retirees.

Moderator: Patricia Rayl, City Admin Auburn
Speakers: Jason Ashline, Regional Manager,
ICMA-RC
Tanya Bliss, Retirement Plans
Specialist, ICMA-RC

CC14: Advocacy and Interpersonal Communication

1:30–2:30 pm

If Ethics Matter, Culture Matters More

Sponsored by ICMA-RC

Location: **Platinum Room**

As the renowned coach John Wooden put it “The most powerful leadership tool you have is your own personal example.” Luck may triumph in the moment, but for the long haul, setting the right tone is the key to success. And the tone for any team or organization is set at the top.

Join this discussion to explore practical ways that leaders can create and build ethical cultures in the workplace. And be inspired (or convinced) that the effort to set the right tone and behavior is the foundation for success. This session will offer a framework, complete with practical strategies and tools that you can use in your organization to strengthen the work culture and effectively deal with difficult situations. Have an approach that works for your organization? Please come and share your wisdom.

Moderator: Oliver Turner, City Manager, Sault Ste. Marie

Speaker: Martha Perego, Director of Ethics, ICMA

CC1: Staff Effectiveness

2:45–3:45 pm

Creating an Ideal Organizational Culture

Sponsored by Bendzinski & Company

Location: **Indigo Room**

Having a great work culture is not just about perks and parties. It is about creating a foundation that allows for successful employee and stakeholder interactions, while maximizing accountability, creativity, and efficiency. Specific topics include:

- What is organizational culture and why is it important?
- Integration of culture and strategic planning
- Importance of working on culture as you transition to the next generation of employees and leaders
- Current paradigm for organizational processes and systems vs. cultural paradigm
- Discussion of current culture at city departments
- Creation of core values and behaviors to drive culture change
- Culture converts – best practices
- The Culture Roadmap

Moderator: Jon Lynch, City Manager, Midland

Speaker: Lee Rouse, President and CEO, Omni
Tech International, Ltd.

CC1: Staff Effectiveness

6:00–7:30 pm

NextGen Dinner

Whichcraft Taproom, 124 Ashman St.

Advance Registration required.

Limited seating.

Sponsored by R.W. Baird & Co Inc.

THURSDAY, JULY 28

7:00 am–1:30 pm

Registration

Location: **Indigo Foyer**

7:30-8:30 am

Inspirational Prayer Breakfast—Going Up, Down, and Around (pre-registration required)

Sponsored by OHM Advisors

Location: **Gold Room**

In our attempt to guide community initiatives toward growth and development, we strike upon high points, low points, and occasionally, balance. We learn the benefits of tolerance and acceptance as well as the excitement of fulfilled challenges to the status quo. We discover the strength of our character on the journey, a track that often simulates a rollercoaster ride. We wait. We anticipate. We experience.

Moderator: Russ Taylor, Manager, Thomas Township

Speaker: Wallace H. Mayton, Associate
Pastor, Memorial Presbyterian
Church

8:45-9:00 am

MLGMA/MME Branding Update

Moderator: Dale Kerbyson, City Manager, Lapeer;
MLGMA President

Speakers: Patrick McGinnis, City Manager,
Grand Haven; Chair, Advocacy
Committee

9:00–10:15 am

University Resources to Local Governments

Sponsored by Braun Kendrick

Location: **Indigo Room**

The 15 public universities, 28 community colleges, and numerous private higher educational colleges and institutions within Michigan offer a wealth of knowledge and services to local units of government. Come and learn how several public universities, including Michigan State University, the University of Michigan-Flint, Saginaw Valley State University, and Central Michigan University, have provided outreach and assistance to municipalities in recent years, and how your community can also benefit from these tremendous institutions.

Moderator: Dana Muscott, Deputy City Manager,
Bay City

Speakers: David E. Lossing, Director for
Government Relations, University of
Michigan-Flint; Mayor, Linden
Dr. Eric Scorsone, Director Michigan
State University Extension Center for
Local Government

CC2: Policy Facilitation

10:30–11:30 am

Breakout Sessions

What Managers Should Know About Planning, and How it Can Make Your Life Easier

Sponsored by SERVPRO

Location: **Platinum Room**

Community planning touches almost every department in a municipality, and the more you know about planning the easier your job will be. From public works, public safety, and parks and recreation to transportation, economic development, and stormwater management, planning is central to smooth municipal operations. Knowledge about and adherence to the statutory requirements in the Planning and Zoning Enabling Acts can keep your community on solid legal ground. Best practices for community engagement will help you serve your elected city commission or council, and manage appointed land use decision makers like planning commissions and zoning boards. Planning is your new best friend. Learn about best practices for intentionally integrating planning into your daily work.

Moderator: Brad Kaye, Assistant City Manager for Development Services, Midland

Speakers: Andrea Brown, Executive Director, Michigan Association of Planning

CC3: Functional and Operational Expertise

How to Tell Your Budget Story

Sponsored by Bay City Electric Light & Power

Location: **Indigo Room**

In the days of instant gratification and short attention spans, how do cities help residents understand the lengthy budget and its many components? In 2015, the City of Midland addressed this challenge head-on by developing budget info graphics. What's a budget info graphic, you ask? Join this informative session to learn more, including how Midland transformed its budget message into a readable, easily digestible work of graphic artistry.

Moderator: David Keenan, Assistant City Manager, Midland

Speaker: Stacey Trapani, President, Trapani Communications, Inc.

CC15: Presentation Skills

11:45–1:15 pm

**Business Meeting
Lunch
Administrative Warfare**

Sponsored by Three Rivers Corporation
Location: **Indigo Room**

The tactics executives use to advance their careers and maximize the potential of their respective organizations are similar to the principles the military has used for years to win battles and campaigns. This presentation explores these principles and their use.

Moderator: Bridgette Gransden,
Administrator/Controller, Midland
County

Speaker: Terrence Moore, President Emeritus and
retired CEO of MidMichigan Health

CC5: Performance Measurement and Quality Assurance

Noon

Golf Outing—Currie Municipal Golf Course

*Sponsored by Fleis & VandenBrink, Brown & Brown of Central
Michigan Inc. and Miller Canfield*

1:30–2:30 pm

Breakout Sessions

Flint Water Crisis, Lessons Learned

Sponsored by Consumers Energy
Location: **Platinum Room**

Hear firsthand about the Flint water emergency and the Genesee County Health Department experience surrounding the crisis.

Moderator: Richard Finn, City Manager, Bay City

Speakers: Mark Valacak, MPH, Health
Officer, Genesee County Health
Department

CC5: Performance Measurement and Quality Assurance

Emotional Intelligence in Organizations and Individuals

Sponsored by Dickinson Wright

Location: **Indigo Room**

Ninety percent of what distinguishes the most outstanding performers or leaders from average ones isn't their IQ—it is their emotional intelligence. This presentation outlines the four domains of emotional intelligence and what creates dissonance in an organization and what creates resonance. It also provides a brief overview of empowering and depowering behavior.

Moderator: Bridgette Gransden,
Administrator/Controller, Midland
County

Speaker: Terence Moore, President Emeritus
and retired CEO of MidMichigan Health

CC1: Staff Effectiveness

2:45–3:45 pm

Juggling Life's Stressors

Sponsored by MidMichigan Health

Location: **Indigo Room**

"Work-Life Balance" issues will be presented in a light and humorous fashion. Learn two new ways to manage stress while you laugh at yourself. Take away practice plans will be provided. Some movement involved with lots of relaxation promised.

Moderator: Tori Meyer, Finance Director, Midland
County

Speaker: Judi Powers, Fitness Specialist,
MidMichigan Health

CC18: Personal Development

2:45–3:45 pm

Creating Community Partnerships

Sponsored by Spicer Group

Location: **Platinum Room**

Working together, municipalities, nonprofits, and foundations can take on a variety of community issues ranging from economic development to postsecondary achievement to beautification. This workshop will explore initiatives such as the Michigan Baseball Foundation, Momentum Midland, the Midland County Career and College Access Network, Entranceways, and more. Successes, as well as lessons learned, will be discussed.

Speakers: Paul Barbeau, President & GM, Great Lakes Loons
Sharon Mortensen, President & CEO, Midland Area Community Foundation
Jenee Velasquez, Executive Director, Herbert H. and Grace A. Dow Foundation

CC2: Policy Facilitation

5:30–8:30 pm

Reception and Dinner

Location: **Dow Diamond**

(Pre-registration required)

Pre-Dinner Reception sponsored by ICMA-RC

Dinner sponsored by The Dow Chemical Company

Scoreboard sponsored by Fleis & VandenBrink

Entertainment provided by Cornpone, the Great Lake Region's most eclectic band. Transportation provided by Northern Star trackless train.

8:30–11:00 pm

After Dinner Reception

Sponsored by R.W. Baird & Co Inc.

Location: Dow Diamond

FRIDAY, JULY 29

8:00–9:00 am

Breakfast

Location: **Indigo Room**

9:00–10:00 am

Economic Forecast

Sponsored by Chemical Bank

Location: **Indigo Room**

A U.S. and Michigan economic update will be provided.

Moderator: David Keenan, Assistant City
Manager, Midland

Speaker: Paul Traub, Senior Business
Economist,
Federal Reserve Bank of Chicago-
Detroit Branch

CC11: Financial Analysis

10:00–10:45 am

Legislative Update

Sponsored by Warner, Norcross & Judd

Location: **Indigo Room**

League legislative staff will present an update on local government issues being addressed in Lansing and at the federal level, including “dark stores,” TIF and DDA reform proposals, and the statewide discussion on infrastructure.

Moderator: Tim Morales, City Manager, Saginaw

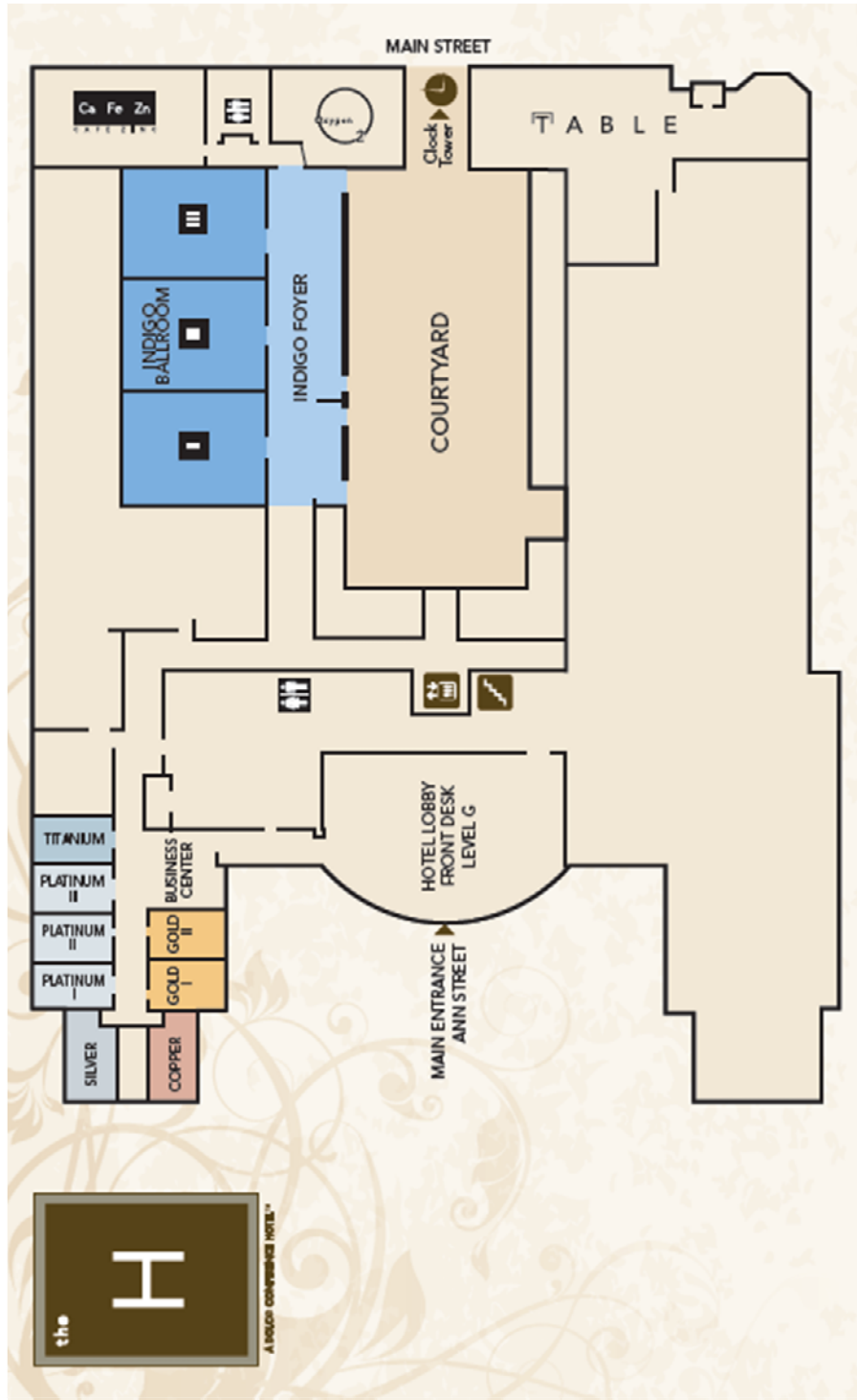
Speaker: Chris Hackbarth, Director, State
& Federal Affairs, Michigan
Municipal League

CC14: Advocacy and Interpersonal Communication

10:45 am

Closing Comments

Dale Kerbyson, City Manager, Lapeer; MLGMA President
Jon Lynch, City Manager, Midland, Chair, MLGMA Summer
Conference Planning Committee



THANK YOU, SPONSORS!

(As of July 12, 2016)



THANK YOU, SPONSORS!

(As of July 12, 2016)



ALTERNATIVE ACTIVITIES IN MIDLAND

Welcome to Midland! Midland is a community that puts balancing life first with a focus on family. There's so much to do in Midland that is great fun for the family. We hope you have so much fun that you will want to come back again and again.

The Alden B. Dow Home and Studio is more than a museum, it's a national treasure. It's an incredible group experience!!! Explore an oasis of Mid-Twentieth Century Modern Architecture that inspires and entices you to think and to question. The Alden B. Dow Home and Studio is alive with dynamic color, angle light, and unmatched integration of structure with its natural surroundings. Open for public tours by reservation Monday-Saturday at 2:00 pm and Friday-Saturday at 10:00 am. Schedule group tours at 866-315-7678.

Dow Diamond: Watch the Great Lakes Loons, a Single-A partner of the Los Angeles Dodgers and member of the Midwest League. Be sure to check out the schedule for fireworks night and for special entertainment. 825 E. Main Street, Midland, MI 48640 (989) 837-2255.

Midland City Forest: City Forest is a mecca for bikers, runners, hikers, and outdoor enthusiasts. There are two trail systems within the forest. 2849 E. Monroe Road, Midland, MI 48640 (989) 837-6930.

Dow Gardens: During warmer months, visit the Butterfly House and the Children's Garden. 1809 Eastman Ave., Midland, MI 48640 (989) 631-2677.

Chippewa Nature Center: Get personal with nature in special sessions for children with walks and displays; learn to snow shoe and experience the winter trails. Do some bird watching together or learn about animals during the different seasons. 400 S. Badour Rd., Midland, MI 48640 (989) 631-0830.

Midland Center for the Arts: Enjoy a performance or take in an exhibit. 1801 W. St. Andrews Road., Midland, MI 48640.

Midland County Fair: Rodeos, concerts, rides, vendors, 4-H, fair food, harness racing and so much more! 6905 Eastman Ave., Midland, MI 48642 (989) 835-7901.

ALTERNATIVE ACTIVITIES, CONTINUED

River Days: Ride the Grand Princess Riverboat, take a kayak tour, play disc golf and cornhole, see blacksmith demonstrations, take in a concert, or learn about the lumbering days and the history of Midland. Chippewassee Park, Downtown Midland, MI.

Ike's Mobile Kayak Rentals: Float down the river in a kayak and take in the wildlife sights along the way. (989) 750-5251.

Tunes by the Tridge: Spend Thursday evenings during the summer listening to a concert by the iconic tridge, a three-legged span footbridge. Don't forget to bring a blanket or lawn chair to sit on!

Gerstacker Spray Park: Several motion activated water features and waterspouts for children to play in. Water shoes are recommended to avoid slipping. 100 Ashman (near the Farmers Market, Tridge & Pere Marquette Rail Trail), Midland, MI 48640.

Longview Spray Park: Children splash and play in the waterspouts and buckets that dump water. Water shoes are recommended to avoid slipping. 401 Lemke (near intersection of Waldo & Bay City Road), Midland, MI 48642.

Trilogy Skate Park: Over 15,000 square feet designated for in-line skaters and skate boarders with ramps, rails and quarter pipes. Downtown Midland at the southwest corner of Chippewassee Park.

Midland Community Center: Drop in to the Midland Community Center to get in a swim, do some exercising, play some volleyball, climb the wall, play on the jungle gym, or play some billiards. 2205 S. Jefferson Ave., Midland, MI 48640 (989) 832-7937.

Pere Marquette Rail-Trail: Walk, run, skate or ride your bike! The rail trail begins in Midland and ends in Clare, a distance of 30 miles! An equestrian trail is even included within the rail trail. Stop in one of the parks, visit the Duck Hunters Memorial, or visit the wildlife sanctuary and stop in for a bite to eat.

And there are more great options. Please check out our website at GoGreat.com where you can search Things to Do, select Midland for the city, and hit GO.

MARK YOUR CALENDAR!

MICHIGAN MUNICIPAL LEAGUE ANNUAL CONVENTION
September 14-16, 2016
Mackinac Island

ICMA 102ND ANNUAL CONFERENCE
September 25-28, 2016
Kansas City

2017 MME WINTER INSTITUTE
January 31-February 3, 2017
Kalamazoo

MICHIGAN MUNICIPAL LEAGUE CAPITAL CONFERENCE
March 21-22, 2017
Lansing

2017 MME SUMMER WORKSHOP
July 25-28, 2017
Muskegon

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