Tuesday, January 30

Noon–6:00 pm  Registration Open  
Location: Michigan Concourse

1:00–3:00 pm  Pre-Conference Workshop:  
Cyber Security for Local Government  
Location: Michigan IV  
Government data and online accounts are valuable to criminals. Every person in an organization has a role in accounts and data. This workshop teaches 5 simple steps to improve cybersecurity for any organization.  
Speaker: Kristin Judge, National Cyber Security Alliance  
Cost: $25.00 (Pre-registration required)  
CC3: Functional and Operational Expertise and Planning  
CC7: Technological Literacy  
CC13: Strategic Planning

3:30–5:15 pm  Symposium on Women in the Profession  
Location: Michigan IV  
In 2014, the ICMA Task Force on Women in the Profession issued a report and series of recommendations to the ICMA Executive Board. This session will provide an update on the progress of the recommendations, as well as discussion about next steps. Time will also be allotted for Q&A and networking among participants.  
All MME members are welcome and encouraged to attend.  
Moderator: Rebecca Fleury, City Manager, Battle Creek  
Speaker: Pam Antil, President, League of Women in Government & Assistant City Administrator, Santa Barbara, CA  
Ted Staton, Board of Directors, League of Women in Government, City Manager, Upper Arlington, OH

CC1: Staff Effectiveness  
CC9: Inclusion  
CC12: Human Resource Management  
Sponsored by DTE Energy and GovHR
Welcome Reception
Location: Buffalo Wild Wings
3150 Boardwalk Drive
Ann Arbor, MI 48108
Sponsored by RW Baird

Wednesday, January 31

8:00 am–5:00 pm  Registration Open
Location: Michigan Concourse

7:30 am  Continental Breakfast
Location: Michigan Concourse
Breakfast sponsored by American Fidelity

7:30 am-8:30 am  Coffee Hour for New Members, First-Time Attendees, and Students (All Members are Welcome)
Location: Michigan I/II (General Session Room)
Welcome to MME's 2018 Winter Conference! Get a jump start on networking by joining MME Board Members and leadership from each of the committees for coffee. A short overview of MME and plenty of friendly faces will be on hand to help you make the most of your conference experience and your MME membership.

8:00 am–5:00 pm  ICMA-RC Consulting
Location: Grande Ballroom I

8:00 am–5:00 pm  Executive Coaching
Location: Board Room and Coaches Room
CC1: Staff Effectiveness
CC18: Personal Development

8:45–9:00 am  Welcome & Opening Comments
Location: Michigan I/II
Speakers: Keith Van Beek, MME President & Deputy County Administrator, Ottawa County
Christopher Taylor, Mayor, Ann Arbor

9:00–10:15 am  Opening General Session

Workforce Diversity & Inclusion in Action
Location: Michigan I/II
DTE Energy’s aspiration to be a “Force for Growth and Prosperity in the Communities it Serves” has given rise to a number of leading practice workforce development initiatives. Learn the “why” behind the company’s efforts to positively impact workforce diversity and inclusion, its successes, challenges, and how DTE is connecting its 10,000 employees to advance this work.
Moderator:  Jessica Lienhardt, Asst. to the City Manager, Brighton
Speaker:   Diane Antishin, Vice President, HR Operations, DTE Energy

CC2: Policy Facilitation
CC3: Functional and Operational Expertise and Planning
CC6: Initiative, Risk Taking, Vision, Creativity, Innovation and Continuous Improvement
CC9: Inclusion

10:15–10:30 am   Break

10:30 am–12:00 pm   Concurrent Sessions

Infrastructure Funding Trends in Michigan
Location: Michigan III
The cost of living keeps climbing. Municipalities are hammered by falling income and legacy costs. Potholes. Leaky sewers. Unfunded stormwater mandates. New legislation and rules. Asset management. MDEQ. MEDC. Trump. Snyder. This session looks at where we see Michigan heading with infrastructure funding, its effect on budgets, industry trends, and examples.
Welcome:  Mark Manquen, President, Cornerstone Municipal Advisors
Moderator:  Eilis Seide, Asst. to the City Manager, East Lansing
Speakers:  Jim Hegarty, PE, Senior Project Manager, Prein&Newhof
           Brian Vilmont, PE, Senior Project Manager, Prein&Newhof

CC5: Performance Measurement/Management and Quality Assurance
CC11: Financial Analysis
CC13: Strategic Planning

Keys to a Successful Millage Proposal
Location: Michigan IV
Sharing a community’s vision for change, community growth, and the need for financial support from residents/businesses is especially difficult in tough financial times. In the past four years, the City of Sterling Heights has worked strategically to communicate the future vision for the community, and in doing so, successfully passed two millage proposals. Sterling Heights voters weighed-in “yes” on millages to fund both public safety with “Safe Streets” and quality of life services with “Recreating Recreation.” In both cases, the City of Sterling Heights used a playbook of marketing, public information, public forums, and targeted outreach to citizens to help educate the masses on the proposals. In this session, Sterling Heights leaders will share how they ran both campaigns and their successes and difficulties along the way.
Welcome: Paul Stauder, Managing Director, PFM Financial Advisors
Moderator: Jessica Lienhardt, Asst. to the City Manager, Brighton
Speakers: Mark Vanderpool, City Manager, Sterling Heights
Melanie Davis, President & CEO, Sterling Heights Regional Chamber of Commerce and Industry
Bridget Kozlowski, Community Relations Director, Sterling Heights

CC1: Staff Effectiveness
CC2: Policy Facilitation
CC4: Citizen Service
CC8: Democratic Advocacy and Public Engagement
CC16: Media Relations

Caring for Those Who Serve & Protect
Location: Michigan V
Ottawa County had a "typical" EAP contract, with very low utilization and demonstrated value to the organization and employees. Hear about how a new approach, particularly with law enforcement, has adjusted the culture where asking for help is seen as a sign of strength rather than weakness. Our experience will be communicated through stories and data demonstrating the success of the new approach. Particular attention will be paid to the peer support team in the Sheriff's Office and how EAP is helping to support the men and women in law enforcement that often experience the worst while serving to protect our communities.

Moderator: Keith Van Beek, Deputy County Administrator, Ottawa County
Speakers: Valerie Weiss, Undersheriff, Ottawa County
Marcie Ver Beek, HR Director, Ottawa County
Bob VandePol, Director of EAP, Pine Rest Christian Mental Health Services

CC1: Staff Effectiveness
CC5: Performance Measurement/Management and Quality Assurance
CC12: Human Resource Management
CC17: Integrity

Building Successful Internship Programs
Location: Petit Ballroom
A vital tool in the development of future municipal executives is meaningful municipal internship programs. Hear from managers who have developed successful internship programs in their organizations, how these programs have helped develop the next generation of municipal executives, and how the internship program has benefitted their own organizations.

Welcome: Bob Kittle, President, Munetrix
Moderator: Amanda Opalewski, Risk Management Coordinator, Sterling Heights
Speakers: Kirsten Wyatt, Executive Director, ELGL
12:15–1:45 pm  Lunch  
**Location:** Michigan I/II  
$Lunch$ sponsored by Dickinson Wright

**Recognition of Patriarche Distinguished Service Award**  
**Winner Daryl Delabbio**  
**Speaker:** Keith Van Beek, MME President & Deputy County Administrator, Ottawa County

**Manager in Transition Counselor Program**  
**Speaker:** Helaine Zack, MME Manager in Transition Counselor & Commissioner, Oakland County  
**CC14: Advocacy and Interpersonal Communication**  
**CC17: Integrity**  
**CC18: Personal Development**

1:45–2:00 pm  Break  
Sponsored by Bendzinski & Co.

2:00–3:00 pm  **Keynote Presentation - Sink or Swim: Recruitment, Retention, & Succession Planning in the Silver Tsunami**  
**Location:** Michigan I/II  
Learn about strategies your organization can use to recruit, retain, and grow a strong and diverse workforce. Practical concepts from across the country as compiled by ELGL, the Engaging Local Government Leaders network, will be shared and discussed.  
**Moderator:** Amanda Opalewski, Risk Management Coordinator, Sterling Heights  
**Speaker:** Kirsten Wyatt, Executive Director, ELGL  
**CC1: Staff Effectiveness**  
**CC6: Initiative, Risk Taking, Vision, Creativity, Innovation and Continuous Improvement**  
**CC9: Inclusion**  
**CC12: Human Resource Management**

3:15–4:45 pm  Concurrent Sessions

**Keynote Session Follow-up**  
**Location:** Michigan III  
This is an opportunity to further discuss and explore concepts in recruiting and developing a diverse workforce in a casual roundtable discussion.  
**Moderators:** Jessica Lienhardt, Asst. to the City Manager, Brighton
Amanda Opalewski, Risk Management Coordinator, Sterling Heights

**Speakers:** Kirsten Wyatt, Executive Director, ELGL

CC1: **Staff Effectiveness**
CC6: **Initiative, Risk Taking, Vision, Creativity, Innovation and Continuous Improvement**
CC9: **Inclusion**
CC12: **Human Resource Management**

**Student Session – Presented by the NextGen Committee**

**Location:** Michigan IV

This session is tailored to current students looking to enter the profession upon graduation. Managers will share their backgrounds, tools they utilize in their position, and other information to help students prepare for the next step in their career.

**Moderator:** Aaron Desentz, City Manager, Leslie

**Speakers:**
- James Freed, City Manager, Port Huron
- Mike Womack, City Manager, Cedar Springs
- April Lynch, City Manager, Ferndale
- Sam Janson, City Manager, North Muskegon

CC1: **Staff Effectiveness**
CC18: **Personal Development**

**Smart Perspectives - A National View of The Challenges and Opportunities Surrounding Smart Cities**

**Location:** Michigan V

Smart Cities are here and evolving quickly as the Internet of Things (IOT) expands and impacts municipal services around the globe. The smart city industry is projected to be a $400-$600 billion market by 2020. This presentation will share what communities are thinking based on recent survey data and offer ideas on what that means for local leaders who are working quickly to adapt and position their communities be competitive and 'smart' in the future.

**Moderator:** Courtney Nicholls, City Manager, Dexter

**Speakers:**
- Aaron Domini, Senior Planner, OHM Advisors

CC3: **Functional and Operational Expertise and Planning**
CC6: **Initiative, Risk Taking, Vision, Creativity, Innovation and Continuous Improvement**
CC7: **Technological Literacy**
CC10: **Budgeting**

**Retirement Readiness in the New Fiduciary & Digital Age**

**Location:** Petit Ballroom

Future city managers will be challenged by a new generation of employees who are not retirement ready. Behavioral economics and technology will drive readiness outcomes for millennials. City managers will need to become more engaged to ensure their benefit plans are educationally compliant from a fiduciary perspective in the age of the decline of the paternalistic defined benefit and retiree health care arrangements.
Moderator: Christian Wuerth, Village Manager, Milford
Speakers: Jason Ashline, Regional Manager, ICMA-RC
CC12: Human Resource Management
CC13: Strategic Planning
CC18: Personal Development

5:30–7:00 pm  Past President’s Dinner – Invitation Only
6:00–8:00 pm  NextGen Dinner
   Location: Conor O’Neill’s, Downtown Ann Arbor
   Advance Registration required. Limited Seating.
   Sponsored by RW Baird

Thursday, February 1

7:30 am  Continental Breakfast
   Location: Michigan Concourse
   Breakfast sponsored by Miller Canfield

8:00 am–5:00 pm  Registration Open
   Location: Michigan Concourse

8:00 am–5:00 pm  Executive Coaching
   Location: Boardroom and Coaches Room
   CC1: Staff Effectiveness
   CC18: Personal Development

8:15 – 8:30 a.m.  ICMA Conference Update
   Speaker: Russ Taylor, Township Manager, Thomas Twp.
   Location: Michigan I/II

8:30–9:45 am  General Session
   Do the Right Thing!
   Location: Michigan I/II
   Ethics is often positioned as the ultimate battle between good and evil. A world where winning is a simple challenge of choosing right from wrong. In reality, making ethical choices is far more complex and nuanced. Situations present right but competing values. You do the right thing but get drawn into the fray by the unethical conduct of others. Good intentions are overshadowed by the appearance of wrongdoing. Join ICMA's Director of Ethics, Martha Perego, for a lively and interactive session on the ethical challenges facing local government professionals. You will have the opportunity to solve real world issues using the ICMA Code of Ethics. And learn tips and practical strategies for avoiding the pitfalls, headlines, and career flameouts of unethical choices.
   Moderator: James Wickman, Township Manager, Hartland
Speaker:  Martha Perego, Director, Member Services & Ethics, ICMA

CC14: Advocacy and Interpersonal Communication
CC17: Integrity
CC18: Personal Development

9:45–10:00 am  Break
10:00–11:30 am  Concurrent Sessions

Hot Topics from DEQ: PFAS and Your Community and Michigan’s Proposed Lead and Copper Rule
Location: Michigan III
Get up to date information on the regulatory and environmental issues related to PFAS/PFOS and the proposed Lead & Copper Rules. This information is important for all communities, but especially those who own and operate their own drinking water and wastewater systems.
Moderator:  Dale Kerbyson, City Manager, Lapeer
Speakers:  Carla Davidson, Senior Environmental Quality Analyst, Water Resources Division, MDEQ
Eric Oswald, Director, Drinking Water & Municipal Assistance Division, MDEQ

CC3: Functional and Operational Expertise and Planning
CC5: Performance Measurement/Management and Quality Assurance
CC13: Strategic Planning

Changes in the Healthcare Landscape You Need to Know
Location: Michigan IV
There is a movement to demand greater cost transparency within healthcare plans. As a result, the marketplace is reacting, offering more options like group purchasing and direct contracting to manage underlying costs. We will also provide an update on a recent decision by the Michigan Supreme Court regarding PA 152!
Moderator:  Darwin McClary, City Manager, Ypsilanti
Speakers:  Mark Manquen, President, Cornerstone Municipal Advisory Group, LLC

CC10: Budgeting
CC11: Financial Analysis
CC12: Human Resource Management

Fiscal Health and Wellness Through Thoughtful Priority Based Infrastructure Planning
Location: Michigan V
Local governments continue to face previously unknown financial and political pressures as they struggle to develop meaningful and fiscally prudent budgets. Fiscal Health and Wellness through Priority Based Infrastructure is a unique and innovative approach being used across the country.
Moderator: Aaron Desentz, City Manager, Leslie
Speaker: Wesley Walker, Regional General Manager, Siemens Industry, Inc.

CC10: Budgeting
CC11: Financial Analysis
CC13: Strategic Planning

Storymapping: Telling your municipal story in a snappy way!
Location: Petit Ballroom
We’re telling the City of Battle Creek 2017 story in a fun, interactive way. Using the ESRI software suite we already use to create various maps, the story map format will share highlights from across our organization using text, maps, images, video, and click-on interactions.

Moderator: Eilis Seide, Asst. to the City Manager, East Lansing
Speaker: Rebecca Fleury, City Manager, Battle Creek
Jessica VanderKolk, Communications Manager, Battle Creek

CC6: Initiative, Risk Taking, Vision, Creativity, Innovation and Continuous Improvement
CC7: Technological Literacy
CC8: Democratic Advocacy and Public Engagement
CC14: Advocacy and Interpersonal Communication

11:45–1:15 pm Lunch
Location: Michigan I/II
Lunch sponsored by Garan Luchow Miller PC

ICMA Update
Moderator: Christian Wuerth, Village Manager, Milford
Speaker: Wally Bobkiewicz, Midwest Regional VP, ICMA & City Manager, Evanston, Illinois

MME Committee Updates
Updates on new initiatives and ongoing projects from each of the four MME committees – Ethics, Professional Development, NextGen, Experience, and Advocacy.
Speakers: Rebecca Fleury, City Manager, Battle Creek
Oliver Turner, City Manager, Sault St. Marie
Aaron Desentz, City Manager, Leslie
Frank Walsh, Township Manager, Meridian Twp.
Adam Smith, City Manager, Grand Ledge

1:15–1:30 pm Break

1:30–2:45 pm General Session
User-Centered Design and ADA Compliance for Websites and Digital Systems
Location: Michigan I/II
Meeting the needs of your constituents entails more than just putting information on a website or providing access to new
technology. Ensuring that websites and systems can be easily and effectively used is critical, as is providing access to individuals with disabilities. This session will describe ways to determine whether systems and services meet user needs and how to improve them, as well as the ADA accessibility requirements that apply to digital technologies (including websites, mobile apps, and electronic voting systems), and how you can determine whether your systems are compliant.

**Moderator:** Arnold Weinfeld, Director, Urban Policy Initiatives, University Outreach and Engagement, MSU

**Speakers:**
- Sarah Swierenga, Director, Usability/Accessibility Research and Consulting (UARC), MSU
- Graham Pierce, Assistant Director, Usability/Accessibility Research and Consulting (UARC), MSU

**CC3: Functional and Operational Expertise and Planning**
**CC7: Technological Literacy**
**CC9: Inclusion**

2:45–3:00 pm  
**Break**  
*Sponsored by Michigan Planners*

3:00–4:15 pm  
**Concurrent Sessions**

**Are you Ready for the Next Downturn**
**Location:** Michigan III
This expansion phase of the business cycle is now among the longest on record. Before the next downturn arrives, are you prepared? This interactive session outlines best practices for “stress testing” your budget and improving fiscal sustainability: long-range financial planning; compensation and retiree benefit strategies; targeting reserves; and smart investment.

**Moderator:** Courtney Nicholls, City Manager, Dexter

**Speakers:**
- Michael Nadol, Managing Director, PFM Group

**CC10: Budgeting**
**CC11: Financial Analysis**
**CC13: Strategic Planning**

**A Strategic View of Retirement Plan Governance**
**Location:** Michigan IV
Are you a fiduciary? If you manage an employee benefit plan and its assets, you have fiduciary responsibility for the plan. This session will cover best practices for a retirement plan fiduciary, ways employers can balance plan affordability with adequacy, and how you can help employees prepare for a secure retirement.

**Moderator:** Darwin McClary, City Manager, Ypsilanti

**Speaker:**
- Sue Feinberg, Regional Manager, MERS
- Mike Overly, Regional Manager, MERS

**CC11: Financial Analysis**
**CC13: Strategic Planning**
**CC14: Advocacy and Interpersonal Communication**
Leadership & People-Are you the Problem or Solution?

Location: Michigan V

This session will share how:
- Defining a purpose for an organization,
- Knowing your team and caring about what they care about,
- Utilizing people’s strengths and what they are passionate about,
  - Defining leadership characteristics and
  - Creating a cohesive team drives an organization to success.

It will share how empowering multi-generations with leadership skills allows your organization to do more with less by creating an environment where staff are empowered to make the decisions necessary for your organization to thrive.

Moderator: Vester Davis, Asst. to the City Manager, Grand Haven

Speakers: Matt Davis, President, Wightman & Associates
          Jamie Balkin, Director of Marketing, Wightman & Associates

CC2: Policy Facilitation
CC5: Performance Measurement/Management and Quality Assurance
CC17: Integrity
CC18: Personal Development

Tweets, Texts, & More

Location: Petit Ballroom

One of Michigan's foremost leaders in the area of municipal law will discuss current trends in the area of sexual harassment and discrimination in the workplace and how to minimize and eliminate claims of wrongful conduct. Some of the trends may surprise you!

Moderator: Christian Wuerth, Village Manager, Milford

Speakers: John Gillooly, Esq., Chairman, Garan Lucow Miller

CC7: Technological Literacy
CC9: Inclusion
CC12: Human Resources Management

4:30–6:30 pm

Vendor Reception

Location: Grand Ballroom

7:30 pm

Managers Activity

Location: Michigan I/II/III

Sponsored by RW Baird

Friday, February 2

8:00–9:15 am

Breakfast & MME Annual Meeting
Location: Michigan I/II
Facilitator: Keith Van Beek, MME President & Deputy County Administrator, Ottawa County

Breakfast sponsored by Umbaugh

9:15–10:15 am  
**Legislative Update**  
**Location:** Michigan I/II  
**Moderator:** Vester Davis, Asst. to the City Manager, Grand Haven  
**Speaker:** Chris Hackbarth, Director, State & Federal Affairs, Michigan Municipal League  
John LaMacchia II, Assistant Director, State & Federal Affairs, Michigan Municipal League  
Jennifer Rigterink, Legislative Associate, State & Federal Affairs, Michigan Municipal League  

*CC8: Democratic Advocacy and Public Engagement*  
*CC14: Advocacy and Interpersonal Communication*  
*CC16: Media Relations*

10:15–11:30 am  
**Closing General Session**  
**Treasury’s New Community Based Partnership Model**  
**Location:** Michigan I/II  
To provide information on treasury’s new approach to building partnerships with local governments in order to help maintain local fiscal health.  
**Moderator:** Pat Sullivan, MME President-Elect & City Manager, Northville  
**Speaker:** Eric Scorsone, Deputy State Treasurer, Michigan Treasury  

*CC5: Performance Measurement/Management and Quality Assurance*  
*CC11: Financial Analysis*  
*CC13: Strategic Planning*

11:30 am–1:00 pm  
**MME Board of Directors Meeting**  
**Location:** Petit I