TENTATIVE AGENDA
2020 Winter Institute
January 28-31, 2020
Treetops Resort

Tuesday, January 28

Noon-6:00 pm  Registration Open

2:00 – 3:00 pm  Pre-Conference Workshop: Electric Vehicle Charging Stations in Gaylord
Hear from Gaylord officials as they discuss why they decided to bring EV charging stations to their community and how they worked with Consumers Energy to make it a reality.

**Speaker:** Joe Duff, City Manager, Gaylord

3:00–5:00 pm  Pre-Conference Workshop: Employment Law for Municipal Managers – Be on the Right Side of the Story
Whether your municipality is large or small, union or non-union, one thing holds true over time - people do silly things. Learn how proper documentation techniques in hiring, performance evaluations, discipline and discharge can be effective risk management for your organization. Proper documentation (from hire to fire) is how an employer tells its story and ensures it is on stable ground in the event of a lawsuit.

This session will also touch on case studies and issue spotting with the Family Medical Leave Act, Americans with Disabilities Act, employee policy manuals and the Michigan Paid Medical Leave Act.

**Speaker:** Sandra M. Andrea, Attorney, Miller Johnson Law Firm

5:30–7:30 pm  Welcome Reception
Wednesday, January 29

8:00 am – 5:00 pm  Registration Open

8:00 am – 5:00 pm  Executive Coaching

8:00 – 9:00 am  Continental Breakfast & Networking Coffee Hour for All Attendees

9:00 – 9:15 am  Welcome & Opening Comments

9:15 – 10:30 am  Opening General Session - Your Employees Are Your Community’s Capital! Build Strong Organizations to Meet the Challenges Communities Face Today and in the Future

Learn techniques to attract top talent in a full employment economy including tapping into the potential in your own organization. This session will address what employees are seeking in an organization and how to attract them.

Speaker: Heidi Voorhees, President, Gov HR
Moderator: Susan Montenegro, City Manager, Leslie

10:30 – 10:45 am  Break

10:45 – 11:45 am  Breakout Sessions

Diversifying Your Workforce -- Real life examples of how communities effectively recruited a diverse workforce in a tight labor market -- including public safety!

Learning objectives: 1. How to market your professional opportunities creatively and inexpensively; 2. How to tap into the service mindset of potential employees; 3. How to retain and enhance a diverse workforce.

Speaker: Heidi Voorhees, President, Gov HR
Moderator: Kim Awrey, Assistant City Manager/City Clerk, Gaylord

Negotiating Your Employment Contract
Description coming soon!

Speakers: Shea Charles, Former City Manager, Howell
Steve H. Schwartz, Attorney at Keller Thoma
Moderator: Aaron Desentz, City Manager, Eaton Rapids
What lies Beneath: Developing a 30-Year Infrastructure Strategy for Michigan
Learn how the Michigan Infrastructure Commission (MIC) has been creating a culture of asset management across Michigan and how they plan to map out a strategic framework to address the critical need for statewide infrastructure improvements. This framework will encourage community discussion, guide prioritization, promote sound investments, review best practices and systems, and minimize citizen inconvenience through less digging, more coordination, and collaboration that can enhance planning and save costs.

Speakers: John Weiss, Executive Director, Grand Valley Metropolitan Council
Jessica Moy, Executive Director, Michigan Infrastructure Commission
Erin Kuhn, Executive Director, West Michigan Shoreline Regional Development Commission
Moderator: Jonathan Seyferth, City Manager, Coopersville

12:00–1:00 pm Lunch
Recognition of 16/50 Program Participants

1:00 – 2:30 pm General Session – I.T. That Goes Bump in The Night
Cyber criminals make a living preying on the weaknesses in our technology. Many of the technology embedded products we use everyday lack security design to keep us safe from attack. It has been estimated that ransomware damages will top 5 billion dollars in 2017 alone and with 23 percent of ransomware attacks targeted; it is time to get serious about cyber security. This session dives into what attacks look like, who might be behind them, some of the devices targeted and methodologies used by cyber-thieves.

Speaker: Ryan Carter, Senior Information Technology Consultant, Maner Consterisan Certified Public Accountants Business & Technology Advisors
Moderator: Mike Hart, Assistant City Manager, Fenton

2:30 – 2:45 pm Break

2:45–4:00 pm Breakout Sessions

Bring Your Best Self to the Job Search – Get resume and interviewing tips from a recruiter who has spent the last 19 years reviewing resumes and observing interviews
Learning Objectives: 1. Why qualified candidates do not get the job; 2. Key missteps in interviewing with elected officials; 3. How to convey who you really are in an interview.

Speaker: Heidi Voorhees, President, Gov HR
Moderator: Ben Swayze, Manager, Cascade Township
Kent County Crisis Intervention Team: A Community Based Model for Engaging Mental Illness
Learn how a collaboration of law enforcement, acute care facilities, psychiatric care facilities and community mental health providers have successfully implemented what is nationally known as the “Memphis Model” within Kent County, MI to provide better care for adults with mental illness by reducing misdirection, conserving resources and addressing critical needs. The Memphis Model combines several insights that revolutionized how individuals with mental illness in crisis would be approached by police officers and effectively routed to appropriate mental health care facilities rather than jail.

Speakers:
Mark Herald, Director of Public Safety, East Grand Rapids
Greg Long, Chief of Police, Walker
Ross Buitendorp, Director of Network Services, Network 180, The Kent County Community Mental Health Authority
Rafael Diaz, Public Safety Chief, Kalamazoo
Kim Koster, Public Safety Chief, City of Wyoming

Moderator: Mark Rambo, Deputy City Administrator, Kentwood

Understanding Cybersecurity
From viruses, to adware and spam, there is a seemingly endless list of cybersecurity concerns to consider. Find ways to address the list with best practices for protecting data from cyberattacks thru password maintenance, firewalls, ad filtering, usage monitoring and more!

Speaker: Ryan Carter, Senior Information Technology Consultant, Maner Consterisan Certified Public Accountants Business & Technology Advisors
Moderator: Mike Hart, Assistant City Manager, Fenton

5:30–7:00 pm Past President’s Dinner – Invitation Only
6:00–8:00 pm NextGen Dinner – Pre-registration Required

Thursday, January 30
8:00 am – 5:00 pm Registration Open
8:00 am – 5:00 pm Executive Coaching
8:00 – 9:00 am Continental Breakfast
8:45 – 9:00 am ICMA Update
   Speaker: Cheryl Hilvert, ICMA Midwest Regional Director
9:00 – 9:00 am ICMA Conference Update
9:15 – 10:30 am  
**General Session – Critical Conversations as Leadership – Driving Change with Card Talk**
Michigan State University Communications Professor William Donohue, Ph.D. looks at communication as a card game. Effective communication is about selecting the right card, or cards, from your communication deck, for the game being played. Stepping back and reflecting on our conversations as local government leaders, it is easy to find examples where the wrong card has been played at the wrong time. Learn how to identify your communication style, the cards in your deck, how to develop “missing cards,” and walk away with the fundamentals that provide the foundation for breakout sessions on the Employee Evaluations Game and the Collective Bargaining Game.

**Speaker:** Dr. Donahue, PH.D. Professor of Communications, Michigan State University  
**Moderator:** Nate Geinzer, City Manager, Brighton

10:30 – 10:45 am  
**Break**

10:45 – 11:45 am  
**Breakout Sessions**

**Applying Card Talk to the Employee Evaluations Game**
Employee evaluations can be an uncomfortable, but necessary critical conversations for new and seasoned leaders alike. Our staff, particularly our management teams, are a City Manager’s most important ally when it comes to implementing the policies and priorities of elected bodies. An effective employee evaluation is less about job performance and more about the professional growth opportunities that can be identified throughout the employee’s performance. Oftentimes, identifying professional growth opportunities can place both manager and employee in a challenging situation where playing the wrong cards can lead to conflict. Learn how to apply Card Talk to ensure mutually effective and beneficial employee evaluations.

**Speaker:** Dr. Donahue, PH.D. Professor of Communications, Michigan State University  
**Moderator:** Nate Geinzer, City Manager, Brighton

**Save Millions - Work Together**
The Village of Spring Lake and Spring Lake Township have developed a “Culture of Cooperation.” By sharing staff and equipment they provide better service at a lower cost.

Grand Ledge, Dewitt and Dewitt Township are working together to improve talent retention, attraction and succession planning through their multi-jurisdictional building services department. Grand Ledge also has a successful partnership with their school district for a community recreation program.
Speakers: Christine Burns, Village Manager, Spring Lake
Gordon Gallagher, Township Manager, Spring Lake Township
Adam Smith, City Manager, Grand Ledge
Moderator: Jonathan Seyferth, City Manager, Coopersville

Lead Level Exceedance Panel
Coming to a community near you, lead level testing results above 15ppb! Required responses during action level exceedance: informing all water customers within three business days; dealing with the social media frenzy; partnerships with state and local health departments; and keeping ones’ sanity through it all. Panelists share their stories.

Speakers: Susan Montenegro, City Manager, Leslie
Ken Hibl, City Manager, Clare
Shannon Deater, Public Services Program Manager, Kalamazoo
Torri Mathes, Community Engagement Officer, Berkley

12:00 pm – 1:00 pm  Lunch & MME Annual Business Meeting

MME Committee Updates
Updates on current committee work, topics and issues

1:15-2:45 pm  General Session - Novel Approach to Improving Health, Safety and Wellness in Employees: Robertson Brain Health
In an effort to combat increases in health insurance and stress within the workforce, improve employee retention and increase the value of health and wellness program expenditures, the City of Kalamazoo and County of Ottawa have implemented a program that focuses on predictive analytics to tailor health and performance programs specific for the individuals and the agencies. This session focuses the on the techniques, individual responses to the program and agency program outcomes.

Speakers: Al Vandenberg, Administrator, Ottawa County
Dr. Joel Robertson of Robertson Brain Health,
Karianne Thomas, Public Safety Chief, Kalamazoo.

2:45 – 3:00 pm  Break

3:00–4:30 pm  Breakout Sessions

Applying Card Talk to the Collective Bargaining Game
With the fiscal realities of growing pension and OPEB liabilities closing in around our communities, due in part to lowering assumptions, many have, or will, be heading to the collective bargaining table to help address mounting fiscal pressures. These tough, but necessary, conversations can become overwhelmed by emotions, where facts and data matter very little. Learn how to apply Card Talk to navigate these critical and oftentimes emotional conversations towards a collaborative solution.
**Michigan Economic Development Corporation (MEDC) Strategic Plan & Updates**
MEDC is evolving its mission, vision, guiding principles and Strategic Focus Areas, as well as its focus and regional impact industries to create long-term economic opportunities in all corners of Michigan. These changes will position MEDC at the forefront of best practices for high-impact economic development organizations. Join this session to hear about MEDC’s updated strategic plan, which aims to position Michigan at the leading edge of economic development in the nation.

**Speaker:** Amanda Bright McClanahan, Chief Operating Officer, MEDC

**A Recipe for Growth: Discovering the Ingredients of a Successful Tax Proposal**
While no community or tax proposal is the same, there are shared elements found in every successful tax proposal. When executed correctly, these elements can yield positive outcomes and growth in your community. Come learn about the key ingredients of a tax proposal and how local government can be an effective partner.

**Speaker:** Steve Faber, Byrum & Fisk
**Moderator:** Mark Rambo, Deputy City Administrator, Kentwood

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**Friday, January 31**

**8:00-9:00 am** Breakfast & MME Annual Meeting

**9:00 – 10:00 am** Legislative Update
**Speakers:** Chris Hackbarth, Director, State & Federal Affairs, Michigan Municipal League
Deena Bosworth, Director of Governmental Affairs, Michigan Association of Counties
Judy Allen, Government Relations Director, Michigan Townships Association
**Moderator:** Julius Suchy, Village Manager, Sparta

**10:00 – 10:15 am** MME Awards & Recognition of Patriarche Distinguished Service Award Winner

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**Speaker:** Dr. Donahue, PH.D. Professor of Communications, Michigan State University
**Moderator:** Nate Geinzer, City Manager, Brighton
10:15–11:30 am  Closing General Session - Getting Ahead of the Issues
The best time to proactively manage today’s pressing issues is now! NRC/Polco experts will reveal critical information on local and national trends that most impact local governments in Michigan. Participants will discuss challenges and solutions to topics including demographics, technology, service demands, engagement, 21st century work skills, and more. Join this interactive session which will include breaking out in groups to brainstorm strategies for the issues of most interest.

Speakers: Michelle Kobayashi, Director of Innovation, Polco/National Research Center
Cory Poris Plasch, Vice President of Customer Success, Polco/National Research Center
Angelica Wedel, Marketing Director, Polco/National Research Center
Moderator: Christian Wuerth, Village Manager, Milford

12:00 pm–1:00 pm  MME Board of Directors Meeting