



ICMA Virtual Conference Full Schedule with Descriptions



**Registration for the ICMA Virtual Conference
will give you access to the following sessions
All times are CDT**

Sunday, October 22, 2017

3:00-5:00 PM

Opening General Session and Keynote: Courage Under Fire

The Opening General Session of ICMA's 103rd Annual Conference will feature an inspirational presentation by **Rabia Siddique**, a former war crimes and terrorism prosecutor, international humanitarian, retired British Army officer, hostage survivor, and mother of triplets. Rabia's story of courage, strength, and resilience—as well as her commitment to truth, justice, equality, and authentic leadership—defines her. Having battled abuse, discrimination, chronic health problems, and trauma, she is a fighter, trailblazer, and an eternal optimist. Rabia's story will inspire and motivate you, provide you with empowering attitude and tools, free you from whatever is holding you hostage, and enable you to display courage under fire.

Presiding: *Lee Feldman*, ICMA President and City Manager, Fort Lauderdale, Florida

Monday, October 23, 2017

8:30-9:30 AM

Keynote: The New Urban Crisis

In recent years, the young, educated, and affluent have surged back into cities, reversing decades of suburban flight and urban decline. One of the first scholars to anticipate this back-to-the-city movement in his groundbreaking *The Rise of the Creative Class*, **Richard Florida** believes that the same forces that power the growth of the world's superstar cities also generate their vexing challenges: gentrification, unaffordability, segregation, and inequality. Meanwhile, many more cities still stagnate, and middle-class neighborhoods everywhere are disappearing. Richard offers a compelling diagnosis of our economic ills and a bold prescription for more inclusive cities capable of ensuring growth and prosperity for all.

Introduction: *Kirsten Wyatt*, Executive Director, Engaging Local Government Leaders, West Linn, Oregon



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Monday, October 23, 2017, continued

9:45-11:00 AM

Dynamic Digital Experiences in the Public Sector

Emerging technology trends influence public sector client experiences. During this session, we will explore broad trends that can have an impact on public sector plan administration, along with technology features and functions that can assist you and your employees as they manage their retirement savings.

Session Leader: Karla Gill, Senior Vice President and Chief Information and Innovation Officer, ICMA-RC, Washington, D.C.

Panelists: Lori Summers, Vice President, Business Technology Transformation, ICMA-RC, Washington, D.C.; Joyce Ulrich, Managing Vice President, Chief Technology Officer, ICMA-RC, Washington, D.C.

9:45-11:00 AM

Equity and Inclusion: What We Don't Know

In diverse communities, issues of race and identity mostly lie beneath the surface, with people confident and either comfortable or uncomfortable in what they think they know. Consider any juxtaposition: white and black; Christian, Muslim, Jew; etc. What impacts do their societal dynamics have on community politics, economic development, arts, connection, opportunity, threats, and happiness? How can we know? This session focuses on awareness, sharing, and peer learning to explore the question, "Can a community engage in dialogue on the sensitive issues of race and identity and take inclusion and engagement to higher levels?"

Speaker: Ron Carlee, Director, Center for Regional Excellence, Strome College of Business, Old Dominion University, Norfolk, Virginia

12:45-2:00 PM

Maximizing Resources for Smaller Communities

Smaller communities (under 25,000) can maximize resources and expand their "bandwidth" through shared services agreements, public-private partnerships, community volunteers, and other innovations. Find out how to make the most of available resources and address challenges in the process.

Session Leader: Donna Vieiro, Township Administrator, Township of Holmdel, Holmdel, NJ

Panelists: Daniel Miera, City Manager, Central City, Colorado; Ralph Wise, Village Administrator, Hebron, Ohio; Shelley Zorn, Executive Director, Thomasville Payroll Development Authority, Thomasville, Georgia



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Monday, October 23, 2017, continued

12:45-2:00 PM

Reconnecting the Individual to the Community

The 2016 U.S. elections and attendant dialogue have confirmed that divisions and isolation have outpaced our current practices for engagement and inclusion within the community. Learn how to respect and serve isolated or divided community members and to frame issues in a way that reduces barriers and reconnects communities.

Session Leader: *Alison Zelms*, Deputy City Manager, Mankato, Minnesota

Panelists: *Amanda Nagl*, Engagement Manager, Bang the Table, Windsor, Colorado; *Doug Linkhart*, President, National Civic League, Denver, Colorado

2:30-3:40PM

Building Courage and Connection

Theodore Roosevelt once said “It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.” Come ready to explore vulnerability—the key to courage and connection.

Speaker: *Felicia Logan*, Director of Leadership Development, ICMA, Richmond, Virginia

2:30-3:40PM

Dealing with Immigration Issues: The Real Story and Lessons Learned

Engaging immigrant populations in our communities and earning their trust are critical for today’s managers. How can they communicate with constituents to calm fears? Participants will share experiences and strategies for dealing with the challenges and opportunities surrounding growing immigrant communities; they will also learn how to establish a business case for spending resources on those communities. This session is sponsored by the International Hispanic Network.

Session Leader: *Veronica Lara*, Director, Department of Small & Minority Business Resources, Austin, Texas

Panelists: *Shelley Dickstein*, City Manager, Dayton, Ohio; *Milton Dohoney*, Assistant City Manager, Phoenix, Arizona; *Rosalind Gold*, Senior Director of Policy, Research and Advocacy, NALGO Educational Fund, Los Angeles, California



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Tuesday, October 24, 2017

8:30-9:30AM

Keynote: True Moral Leadership

In 2016, **Anna Maria Chávez** was named by *Fortune* magazine as one of the World's 50 Greatest Leaders. Propelled by a lifelong desire to transform the world through servant leadership, Anna's career of public service led her to become CEO of Girl Scouts of the USA. The first woman of color to hold the Girl Scouts' top leadership position, she was cited for her vision and creativity in working to revitalize the organization's brand for a new century. With a message centered on true moral leadership, Anna examines what it takes to empower women and girls to advance into leadership positions.

Introduction: *Reina Schwartz*, Assistant City Manager, San Pablo, California

11:00 -12:15PM

From Sleepy to Chic: Making Main Street Cool

This session is a case study of how Berlin, Maryland, transitioned from a sleepy community to a tourist destination using partnerships with local businesses, government agencies, and civic leaders. By leveraging its successful Main Street program and partnering with Worcester County's Department of Tourism, Berlin was voted America's Coolest Small Town in 2014—becoming an overnight success that was 30 years in the making. Berlin used the key elements of placemaking to transform its community. Attendees at this session will develop a checklist of steps to take to create a strong sense of place.

Speaker: *Laura Allen*, Town Administrator, Berlin, Maryland

11:00 -12:15PM

What's Next for Health Care Reform

The next era of U.S. health care reform has begun, and it's anything but predictable. Debate about the future of the Affordable Care Act is far from over. Join us for the latest insights from Cigna's experts on what you need to know as you plan your health benefit strategies for 2018 and beyond.

Moderator: *Mary Jacobs*, Town Manager, Oro Valley, Arizona

Speaker: *David Schwartz*, Head of Global Policy, Cigna, Bloomfield, Connecticut



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Tuesday, October 24, 2017, continued

2:00-3:10 PM

Crisis Leadership: Rising to the Challenge

Steering an organization through a major disruption can be a daunting challenge. Effective leadership strategies can make that prospect more manageable. Hear from managers who took leadership to the next level during a crisis; get tips on decisiveness, collaboration, and risk taking.

Session Leader: *Deval Allums*, Business Development Manager, Siemens, Houston, Texas

Panelists: *Greg Balukonis*, Town Administrator, Dudley, Massachusetts; *Duncan Campbell*, Baie-D'Urfé, Quebec, Canada; *Howard Kunik*, City Manager, Punta Gorda, Florida; *Mpilo Brilliane Ngubane*, Durban, South Africa

2:00-3:10 PM

Reaching for the Top Job: What's Holding You Back?

More women are becoming assistant managers and administrators than ever before, yet many are not applying for the top job. Why not? Explore the personal and professional concerns women have when considering the top position. Decide whether this is the right path for you.

Session Leader: *Nicole Ard*, City Manager, Greenbelt, Maryland

Panelists: *Ann Braga*, Director, Talent Acquisition Management & Employment, Boston, Massachusetts; *Gloria Hurtado*, Deputy City Manager, Santa Rosa, California; *Sheryl Sculley*, City Manager, San Antonio, Texas

3:30-4:40PM

Building and Developing Public Trust through the Budget

In an era of "open data," when the need to increase public trust is so important, how can we use the budget to enhance transparency and accountability? Learn how to prioritize your budget through priority based budgeting, and how to tell your story through open data (and our unveiling of "OpenPBBDData").

Speakers: *Chris Fabian*, Co-Founder, Center for Priority Based Budgeting, Lakewood, Colorado; *Eric Keck*, City Manager, Englewood, Colorado



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Your Town's Not Too Small to Plan

In this session, you'll learn how small communities can effectively and realistically plan by incorporating an understanding of community resources into the visioning and strategic planning process. We'll focus on communities under 25,000 population, highlighting how to identify local resources and manage citizen expectations.

Session Leader: *Robyn Stewart*, Assistant City Manager/Economic Development Director, Worthington, Ohio

Panelists: *Brent Hinson*, City Administrator, Washington, Iowa; *Margaret Norris*, Municipal Management Consultant, University of Tennessee-Municipal Technical Advisory Service (MTAS), Knoxville, Tennessee; *Kenneth Terrinoni*, County Administrator, Boone County, Illinois

Wednesday, October 25, 2017

8:30-10:30AM

Celebration of Service: Leading amid Uncertainty [final closing ceremony]

ICMA's Celebration of Service to the Profession culminates with a presentation by leadership catalyst **Simon T. Bailey**, former leader of the Disney Institute and founder of the Brilliance Institute, Inc. Simon's expertise equips leaders with tips, tools, and techniques to unleash the potential in their organizations' most important asset: people. In the context of change happening at the speed of light, requiring even the most senior leaders to reposition themselves and their organizations, Simon will share core principles for acquiring a forward-looking mindset and discovering the insight needed to be a leader for the future.

Presiding: *Lee Feldman*, ICMA President and City Manager, Fort Lauderdale, Florida