



A State Affiliate of **ICMA**

Winter Conference 2019

The Stonewall Jackson Hotel

Staunton, Virginia

February 20-22, 2019

Communication for Today's Managers

Wednesday, February 20

- 10:30 a.m.–12:45 p.m. VLGMA Executive Committee Meeting (during lunch)
- 1:00 p.m.–5:00 p.m. Pre-Conference Workshop: Steve Miner & American Shakespeare Center
Description: The pre-conference workshop will focus on enhancing written and oral presentation skills; understanding non-verbal messages; and constructive criticism and coaching. You may even be asked to showcase your talents on stage.
- 5:30 p.m.–7:00 p.m. Reception – American Shakespeare Theatre
Description: Constructed by the American Shakespeare Center, this is the first modern re-creation of Shakespeare's original indoor theatre. The design is based on plans from other 17th-century theatres and Shakespeare's stage directions. Blackfriars Playhouse was built in 2001 at a total construction cost of \$3.7 million.

Thursday, February 21

- 7:30 a.m. Continental Breakfast
- 7:30 a.m.–8:15 a.m. Civic Engagement Committee Meeting
- 8:00 a.m.–5:00 p.m. Registration
- 8:30 a.m.–8:45 a.m. Welcome
Joe Casey, President, VLGMA, and County Administrator,
Chesterfield
- 8:45 a.m.–10:00 a.m. Keynote – William “Bill” Bolling - *The Challenge of our Time: How to Make Government Work Again*, Senior Fellow in Residence for Public Service, James Madison University

Description: The presentation focuses on the fact that hyper partisanship and ideological rigidity have seemingly paralyzed government. It addresses what happens when government does not work the way it was intended to work, what has caused this problem and what can be done to make government work again.

10:00 a.m.–10:15 a.m.

Break

10:15 a.m.–11:45 a.m.

Session: *How We Communicate – Broadband Initiatives*

Moderator: Jeff Stoke, Deputy County Administrator, Prince George County, VA, The Wired Road - Carroll, Grayson and the City of Galax; Robert Bridgham, Executive Director, Eastern Shore of Virginia Broadband Authority; Casey Logan, VP Engineering, Prince George Electric Cooperative

Description: Learn from three successful broadband implementation projects. Speakers will touch upon different municipal solutions achieved – wired, wireless, and a public/private partnership with an electric cooperative.

11:45 a.m.–12:00 p.m.

ICMA and Alliance for Innovation Updates

12:00 p.m.–1:15 p.m.

Lunch

12:15 p.m.-1:15 p.m.

Alliance for Innovation Lunch

12:15 p.m.-1:15 p.m.

Student / Early Career Professionals: *Speech Coaching Lunch* speech coaching session with managers – Matt Lawless, Town Manager, Scottsville

Description: How many times do you wish you had a colleague to discuss an issue? Now is your chance. Ask a question, share your wisdom, and collaborate. We encourage you to participate in this exercise as a way to learn from others.

12:15 p.m.-1:15 p.m.

Book Discussion: *Radical Candor* by Kim Scott

Facilitator: Bonnie Svrcsek, City Manager, Lynchburg

Description: The main premise of “Radical Candor” is that you don’t need to shout or act rude to be a great boss. In contrast, the book encourages leaders to create relationships based on trust with the people that you work with.

1:15 p.m.–2:15 p.m.

Session: *2019 General Assembly Update*

Martha Burton, Legislative Liaison, Crater Planning District Commission

Description: Come hear up to the minute activity while the Virginia General Assembly is in session. Ms. Burton will be presenting insight on state legislation that impacts our local communities.

2:15 p.m.–2:30 p.m.

Break

- 2:30 p.m.–3:45 p.m. Session: *Local Government Annexation Study* – J. David Conmy, Local Government Policy Administrator, Virginia Department of Housing and Community Development and Diane Linderman, PE, CLG Commissioner
Description: The existing moratorium for city annexation is slated to end in 2024. In 2016, the General Assembly directed the Commission on Local Government to study and evaluate the structure of cities and counties and the impact of annexation upon localities; and to consider alternatives to current annexation moratoria for cities. Mr. Conmy and Ms. Linderman will discuss highlights of this study.
- 3:45 p.m.–4:00 p.m. Break
- Concurrent Sessions
4:00 p.m.–5:00 p.m. Session: *Coaching – It’s all about connection* – Felicia Logan, Leadership Development Director, ICMA and Bob Stripling, Retired City Manager, City of Staunton
Description: Join Felicia Logan and Bob Stripling for an engaging and highly interactive skill building session on coaching and connections. We will explore how personal connection and purposeful connections impact successful coaching.
- 4:00 p.m.–5:00 p.m. Session: *Communicating – Bridging Gap Between Understanding Rural and Urban Communities* - Sallie Ann Burnett, East Regional Director, Alliance for Innovation
Description: Urban and rural governments face unique management challenges yet they are similar in many ways. Join in a discussion design to bridge an understanding of what urban and rural communities are facing today.
- 5:00 p.m.–5:45 p.m. Communications and Networking Committee Meeting
- 5:00 p.m.–6:00 p.m. Break
- 6:00 p.m.–7:00 p.m. Reception: Recognition of New Members and ICMA Credentialed Managers (open to all conference attendees)
- 7:00 p.m. Dinner with Colleagues
- 7:30 p.m. Masterpiece Video
Created and presented by Melanie Gillies, Cooper Center for Public Service, Poet and Imagineer
- 8:00 p.m.–10:00 p.m. After-Dinner Social with cash bar

Friday, February 22

- 7:30 a.m.–8:15 a.m. Member Support Committee Meeting
- 7:30 a.m.–8:15 a.m. Strategic Planning Committee Meeting
- 7:30 a.m. Continental Breakfast
- 8:30 a.m.–10:00 a.m. Session: *Reflections on Communication* – Moderator: Nichole Hair, Deputy Town Manager/Zoning Administrator, Town of Pulaski, Former City/County/Town Managers – John Rowe, Jr., Mayor, City of Portsmouth; Millard “Pete” Stith; Jay Stegmaier, Berkley Group; Brenda Garton, Interim County Administrator Greene County
Description: In this session, draw on sage wisdom from former city/county/town administrators sharing their stories about communication successes and fails with staff, public, and elected officials during their careers.
- 10:00 a.m.–10:15 a.m. Break
- 10:15 a.m.–11:30 a.m. Session: *Hello & Goodbye* – Moderator: Josh Farrar, Town Manager, Town of Ashland; VEDA, Weldon Cooper, IPP Terri Di Cintio, Coordinator, Internship Placement Program, UVA; Stephanie Landrum, President & CEO, Alexandria Economic Development Partnership and 2019 President of VEDA; Dr. Larry Terry, Executive Director, Weldon Cooper Center for Public Service
Description: Say “Hello” to new leaders with new visions in their respective roles as we say “Goodbye” at the final conference session.
- 11:30 a.m.–12:15 p.m. VLGMA Business Meeting (for all members)
- 12:30 p.m.–2:00 p.m. Professional Development Committee Meeting (during lunch)