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**VLGMA**  
*Summer Conference*  
**2 0 1 9**

**Waves of Change,  
 Oceans of Opportunity**

June 19 – 21, 2019  
 Sheraton Oceanfront Hotel  
 Virginia Beach, Virginia

**Wednesday, June 19**

<b>10:00 am–5:00 pm</b>	<b>Registration and Check-in</b>	<b>Ocean Grand Hallway</b>
<b>10:30 am–12:45 pm</b>	<b>VLGMA Executive Committee Meeting</b> (during lunch)	<b>Cape Henry I &amp; II</b>
<b>1:00–5:00 pm</b>	<b>Pre-Conference Workshop: Governing with a New Set of Communication Tools</b>	<b>Ocean Grand Ballroom</b>
	Roger Munter, <i>Director of Public Engagement, Arlington County</i> Greg Kochuba, <i>Mayor, City of Colonial Heights</i> Nancy Boshier, <i>Executive Assistant, City of Colonial Heights</i> John Budesky, <i>County Administrator, Goochland County</i> Ilsa Loeser, <i>Owner, Letterpress Communications</i>	
	With the recent proliferation of social media platforms, the ability to communicate and share information with a broad audience has never been easier. While younger generations are “digital natives,” the rest of us find ourselves at a disadvantage. Discover the basic elements of Twitter, Facebook, YouTube, and Instagram and become more social media savvy. Hear from knowledgeable panelists on the capabilities and appropriate applications for each platform as well as appropriate and legal strategies for their use in marketing, community engagement, and effectively communicating with constituents from localities of all sizes. <i>(ICMA Practice Areas: 2 Community Engagement, 11 Technology Literacy, and 14 Communication and Information Sharing)</i>	
<b>5:00–6:00 pm</b>	<b>Family Activities at the Beach – (Kites and more)</b>	
<b>5:30–7:30 pm</b>	<b>Welcoming Reception and Dinner</b>	<b>Ocean Grand Foyer Cape Hatteras/Charles</b>
<b>6:30–8:30 pm</b>	<b>VLGMA Women’s Networking Dinner</b>	<b>Cape Henry I &amp; II</b>

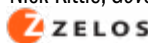
**Thursday, June 20**

<b>7:30–8:15 am</b>	<b>Continental Breakfast</b>	<b>Ocean Grand Foyer</b>
<b>7:30–8:15 am</b>	<b>Civic Engagement Committee Meeting</b>	<b>Cape Henry I</b>
<b>7:30–8:15 am</b>	<b>Communications and Networking Committee Meeting</b>	<b>Cape Henry II</b>
<b>8:00 am–5:00 pm</b>	<b>Registration</b>	<b>Ocean Grand Hallway</b>
<b>8:15–8:45 am</b>	<b>Welcome, Presentations: Assistant Award and Hero Award</b>	<b>Cape Hatteras/Charles</b>
	Joe Casey, <i>President, VLGMA</i> , and <i>County Administrator, Chesterfield County</i>	
<b>8:45–9:00 am</b>	<b>Broadband in Virginia: Update from the Governor’s Office</b>	<b>Cape Hatteras/Charles</b>
	Evan Feinman, <i>Director, Tobacco Region Revitalization</i> , and <i>Governor Northam’s Chief Broadband Advisor</i> There are an estimated 650,000 Virginians without access to broadband. In response, Governor Northam has set a goal of under 10 years for universal coverage throughout the Commonwealth. Along with increased funding for the Virginia Telecommunications Initiative (VATI), good planning will be critical to closing the digital divide. Evan Feinman, the Governor’s Chief Broadband Advisor, will discuss the statewide planning efforts. He will also provide tools to help your locality reach this goal, including a checklist of items localities should consider when developing their plans, a sample RFP, and contact information for state broadband officials who are ready to help.	

**Thursday, June 20, continued**

<b>9:00–10:15 am</b>	<b>The 2020 Census: What to Expect</b>	<b>Cape Hatteras/Charles</b>
	Kevin Krigsvold, <i>Partnership Specialist, 2020 Decennial Census</i> Margaret Nimmo Holland, <i>Executive Director, Voices for Virginia’s Children</i> The 2020 Census is fast approaching and local governments have an important role in ensuring an accurate and complete count. This session highlights what you can expect throughout the 2020 Census, such as specific issues related to counting young children, the group most likely to be undercounted. <i>(ICMA Practice Areas: 3 Equity and Inclusion and 9 Community and Resident Service)</i>	
<b>10:15–10:30 am</b>	<b>Break</b>	
<b>10:30–11:30 am</b>	<b>Technology, Trust, and the Democracy of Our Elections</b>	<b>Cape Hatteras/Charles</b>
	DuWayne Aikins, <i>Principal Cybersecurity Intelligence Analyst, CyberDefenses</i> Chris Piper, <i>Commissioner, Virginia Department of Elections</i> Gary Scott, <i>General Registrar/Director of Elections, Fairfax County</i> Travis J. Potter, <i>IT Manager, Office of Elections, Fairfax County</i> Free and open elections, the foundation of our democracy, have been threatened by a number of elements, like foreign hackers, disinformation campaigns, and antiquated equipment. Our panel will offer strategies and best practices for protecting the infrastructure of our election process and some of the risks involved. Chief administrative officers may have been somewhat insulated from these issues in the past, but now the public is watching with increased scrutiny, demanding that we fulfill the promise of fair and impartial elections. Understanding and addressing risks to our election systems is key to maintaining high levels of public trust and crucial to sustaining our democracy. <i>(ICMA Practice Areas: 9 Community and Resident Service and 11 Technology Literacy)</i>	
<b>11:30–11:40 am</b>	<b>ICMA Updates</b>	<b>Cape Hatteras/Charles</b>
<b>11:40 am–1:00 pm</b>	<b>Lunch</b>	<b>Ocean Grand Foyer</b>
<b>11:40 am–1:00 pm</b>	<b>VT/ODU Student / Alumni Lunch hosted by Dr. Ron Carlee</b>	<b>Cape Henry I</b>
<b>11:40 am–1:00 pm</b>	<b>Book Discussion: <i>Sustainovation</i> by Nick Kittle</b>	<b>Cape Henry II</b>
	Facilitator: Bonnie Svrcek, <i>City Manager, City of Lynchburg</i> <i>(ICMA Practice Areas: 1 Personal and Professional Integrity, 7 Strategic Planning, and 13 Human Resources Management and Workforce Engagement)</i>	
<b>1:00–2:15 pm</b>	<b>Social Services Administration – It’s a Local Thing</b>	<b>Cape Hatteras/Charles</b>
	Sarah Snead, <i>President, Virginia Association of Local Human Service Officials</i> Kimberly Irvine, <i>Vice President, Virginia League of Social Service Executives</i> Although state mandated, social services are administered at the local level. While the delivery of these services is intended to be consistent across the state, this session will provide you with a primer on options and possibilities to ensure that community needs are appropriately addressed. <i>(ICMA Practice Areas: 1 Personal and Professional Integrity, 8 Policy Facilitation and Implementation, and 9 Community and Resident Service)</i>	
<b>2:15–2:30 pm</b>	<b>Break</b>	
<b>2:30–3:45 pm</b>	<b>Our General Assembly: A Behind-the-Curtain Look</b>	<b>Cape Hatteras/Charles</b>
	Jennifer McClellan, <i>Member, Virginia State Senate, Ninth District</i> Chris Peace, <i>Member, Virginia House of Delegates, Ninety-seventh District</i> Join two legislative leaders for a discussion of their roles before, during, and after the General Assembly session. You will also learn how local governments can maximize the impact of their lobbying efforts. <i>(ICMA Practice Area: 6 Strategic Leadership)</i>	
<b>3:45–4:00 pm</b>	<b>Break</b>	

**Thursday, June 20, continued**

<b>Concurrent Sessions</b>		
<b>4:00–5:00 pm</b>	<b>Volunteer Fire &amp; EMS: Proven Practices for Recruiting and Retaining</b>	<b>Cape Hatteras</b>
	Joe Sposa, <i>Recruitment &amp; Retention Officer, Fire &amp; EMS, Powhatan County</i> Dave Tesh, <i>Recruiter, Fire &amp; EMS, Chesterfield County</i> Karen McQuaid, <i>Volunteer Manager, Fire &amp; EMS, Loudoun County</i> Attracting volunteers can be a continuing challenge for localities. Experts will offer strategies for targeting audiences for recruitment and increasing volunteer applications and participation. Localities can retain the best volunteers with a well-managed program. <i>(ICMA Practice Areas: 6 Strategic Leadership and 13 Human Resources Management and Workforce Engagement)</i>	
<b>4:00–5:00 pm</b>	<b>Crisis Communication for the Emerging Professional</b>	<b>Cape Charles</b>
	Hollie S. Cammarasana, <i>Director of Communications, Virginia Risk Sharing Association (VRSA)</i> Public entities face risk every day—from land use issues, data breaches, personnel/management issues, legal actions, safety violations, natural disasters, or worse. Are you equipped with the skills needed to deliver key messages effectively and confidently and help your organization direct the narrative? You will leave this session with • skills to identify and prepare for potential communications crises; • messaging strategies designed to restore public confidence in your organization; and • interview and social media techniques for leading the narrative. <i>(ICMA Practice Areas: 5 Personal Resiliency and Development and 14 Communication and Information Sharing)</i>	
<b>5:30–7:00 pm</b>	<b>Gathering at Topgolf®</b>	
	For new members, emerging professionals, students, and others ( <i>maximum 100</i> ). Buses leave from the Sheraton and return to the Cavalier reception and to the Sheraton.	
<b>7:30–9:00 pm</b>	<b>Reception</b>	<b>Cavalier Hotel</b>
<b>Friday, June 21</b>		
<b>7:45–8:45 am</b>	<b>Continental Breakfast</b>	<b>Ocean Grand Foyer</b>
<b>8:00–8:45 am</b>	<b>Member Support Committee Meeting</b>	<b>Cape Henry I</b>
<b>8:00–8:45 am</b>	<b>Strategic Planning Committee Meeting</b>	<b>Cape Henry II</b>
<b>9:00–9:15 am</b>	<b>Video, “Painting a Vision for the Future” created and presented by</b>	<b>Cape Hatteras/Charles</b>
	Melanie Gillies, <i>Poet and Imagineer, UVA Weldon Cooper Center for Public Service</i>	
<b>9:15 am–noon</b>	<b>Closing Keynote – Sponsored by Zelos</b>	<b>Cape Hatteras/Charles</b>
	with a 15-minute break <b>Transformation and Sustainovation: Achieving Radical Change</b> Nick Kittle, <i>Government Performance and Innovation Coach</i>  <b>ZELOS.</b> Transformation, both personal and professional, requires us to assess, acknowledge, and survive change to actually achieve it. This session explores why change is important and how we can energize ourselves and our organizations using Sustainovation: the techniques we use to build sustainable innovation into government. Award-winning civic innovator, coach, and author Nick Kittle will explain the nature of innovation in government, how to sustain it and, more importantly, the powerful role that we play in making Sustainovation a reality for our organizations. You’ll be inspired as you learn how to get creative, build momentum, and get others on our “Team Us” as we make these wildly creative ideas real. <i>(ICMA Practice Areas: 1 Personal and Professional Integrity, 7 Strategic Planning, and 13 Human Resources Management and Workforce Engagement)</i>	
<b>noon</b>	<b>VLGMA Business Meeting</b>	<b>Cape Hatteras/Charles</b>