



ECONOMY, ENERGY, & ENTREPRENEURSHIP

Michigan Local Government Management Association

In partnership with the Michigan Recreation & Parks Association

2010 Annual Winter Institute

February 2 - February 5



Michigan Local Government
Management Association



Dear Colleagues,

As the 2009 MLGMA President, it is a pleasure to welcome you to the 2010 Winter Institute at the Grand Rapids Amway Grand. This year's focus on "Economy, Energy, and Entrepreneurism" is as timely as ever as it relates to focusing on creating sustainable communities and regions that are globally competitive. Planned in partnership with the Michigan Recreation & Parks Association, this year's Winter Institute offers a wide variety of keynote, general, and concurrent sessions that will appeal to seasoned and new managers alike.

A great deal of hard work goes into planning our conferences and I would like to recognize the outstanding effort of the Winter Institute Planning Committee, which was very ably led by Clay Pearson of Novi. Upon review of this agenda, you'll see that the committee has changed things up a bit in order to make this conference as inclusive and substantive as possible. As is always the case, I am certain that you'll come away from this conference with information that will benefit you as professional managers, as well as the communities you serve. I look forward to what this week will bring!

Theodore J. Staton
City Manager, East Lansing
2009 MLGMA President



Welcome!

Learn...Laugh...Grow at this great MLGMA Winter Institute 2010! You have made the commitment to join colleagues committed to providing the best possible local government services through professional management. The Grand Rapids Winter Institute results from hard work of a great planning committee of colleagues, ably guided and supported by League staff members. I thank them all for their work and suggest that you find an opportunity during the Institute to do the same.

The 2010 program is especially significant because of our partnering with the Michigan Parks and Recreation Association (MRPA). The MPRA has been a treat to work with to add value for both our memberships. We are all charged with bringing all the resources of our organizations to serve. The joint programming will help soften the silos of departments and bureaucracy to make that happen.

Enjoy!

Clay J. Pearson, City Manager
City of Novi

2010 Winter Institute Planning Committee

Christine Andrysiak
Plante & Moran

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Village of Brooklyn

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Grand Rapids...

Grand Rapids, Michigan combines urban sophistication with small-town warmth to deliver a meeting experience like no other.

A high-energy downtown offers more than 75 restaurants, nightclubs, entertainment venues, and museums within a five-minute walk of luxury hotels and a state-of-the-art convention center. Suburban attractions include Frederik Meijer Gardens & Sculpture Park, one of the Midwest's most popular tourist destinations, and the 28th Street retail corridor, one of Michigan's most densely concentrated shopping and dining districts.

Grand Rapids is also a paradise for outdoor enthusiasts, with activities and locales for every interest. You're never more than six miles away from a body of water, so fishing, boating, and swimming are favorite pursuits. Biking, hiking, and running trails crisscross the region, passing through skyscraper canyons to forests and wetlands. And championship golf courses abound.

As the gateway city to Michigan's West Coast, Grand Rapids is also the perfect home base for exploring the wonders of the Lake Michigan shoreline - including charming resort villages, world-class beaches, and some of the most gorgeous sunsets on Earth. Wherever you go, whatever you do, you'll enjoy small-town friendliness, safety, and affordability. No wonder *Places Rated Almanac* ranked Grand Rapids the #3 Fun & Recreation City in America!

- Grand Rapids is Michigan's 2nd largest city with a population of 197,800
- Grand Rapids was named an "All-American City" three times
- The Grand Rapids Griffins are the AHL affiliate to the Detroit Red Wings; Griffin alumni include Darren McCarty, Jiri Hudler and Niklas Kronwall
- Each May, the 25K Fifth Third Riverbank Run attracts 10,000 participants from around the world
- The 1913 Room at the Amway Grand Plaza Hotel is the only five Diamond restaurant in the Midwest outside of Chicago



See back cover for great Grand Rapids dining!

WELCOME



On behalf of the 605,000 residents of Kent County, I would like to extend a West Michigan welcome to my colleagues and friends who are attending the 2010 MLGMA Winter Institute. West Michigan in general, and Grand Rapids in particular, is an exciting place to be. Those of us who reside in the area are proud of the rich tradition of Grand Rapids being not only the largest council-manager form of government in Michigan, but also one of the first major cities in the country to have a city manager. From a visitor's perspective, I am sure you will find the accommodations and amenities to be nothing less than first class. After over 25 years living in this area, I continue to be impressed with the many activities that can be experienced in each of Michigan's four seasons (even winter). Thank you for coming to Kent County and Grand Rapids, and I look forward to a great conference!

Daryl J. Delabbio
County Administrator/Controller



Welcome to Grand Rapids, the county seat of the county of Kent. It is always our pleasure to host the local government leaders of Michigan. We are proud of our community - the economic development, institutions, businesses, and people, but we all know who creates the fabric that holds this together, it is strong local government leaders. Thank you for visiting west Michigan. Feel free to enjoy our many attractions and restaurants, but most importantly, feel free to spend your money. Enjoy the MLGMA Institute and be proud of the important work that you do every day to improve the lives of our citizens.

Gregory Sundstrom
City Manager



Since its beginnings in 1927, this association has been known as the Michigan Chapter of The International City Management Association, the Michigan City Management Association, and now The Michigan Local Government Management Association.

Its purpose is to increase the proficiency of managers and administrators of city, county, village, township and other local governmental units, including councils of governments, in the state of Michigan; to strengthen the quality of local government through professional management; to encourage and support the council-manager plan form of local government; to maintain the high ethical standards of the profession of city management; and to provide opportunities to enhance the professional development of its members.

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ICMA CODE OF ETHICS

ICMA members adhere to the principles of the ICMA Code of Ethics, developed in 1924, as a condition of membership and agree to submit to a peer-to-peer review of their conduct under established enforcement procedures. ICMA's Code of Ethics, most recently amended by the membership in 1998 to reflect changes in the profession, includes Guidelines to assist members in applying the principles outlined in the Code. The Guidelines were adopted by the ICMA Executive Board in 1972, and most recently revised in July 2004. Individuals seeking advice on ethics issues or enforcement are encouraged to contact Martha Perego, ICMA's director of ethics at 202-962-3668 or mperego@icma.org.

The mission of ICMA is to create excellence in local governance by developing and fostering professional local government management worldwide. To further this mission, certain principles, as enforced by the Rules of Procedure, shall govern the conduct of every member of ICMA, who shall:

Tenet 1

Be dedicated to the concepts of effective and democratic local government by responsible elected officials, and believe that professional general management is essential to the achievement of this objective.

Tenet 2

Affirm the dignity and worth of the services rendered by government and maintain a constructive, creative, and practical attitude toward local government affairs and a deep sense of social responsibility as a trusted public servant.

Tenet 3

Be dedicated to the highest ideals of honor and integrity in all public and personal relationships in order that the member may merit the respect and confidence of the elected officials, of other officials and employees, and of the public.

Tenet 4

Recognize that the chief function of local government at all times is to serve the best interests of all people.

Tenet 5

Submit policy proposals to elected officials; provide them with facts and advice on matters of policy as a basis for making decisions and setting community goals; and uphold and implement local government policies adopted by elected officials.

Tenet 6

Recognize that elected representatives of the people are entitled to the credit for the establishment of local government policies; responsibility for policy execution rests with the members.

Tenet 7

Refrain from all political activities which undermine public confidence in professional administrators. Refrain from participation in the election of the members of the employing legislative body.

Tenet 8

Make it a duty continually to improve the member's professional ability and to develop the competence of associates in the use of management techniques.

Tenet 9

Keep the community informed on local government affairs; encourage communication between the citizens and all local government officers; emphasize friendly and courteous service to the public; and seek to improve the quality and image of public service.

Tenet 10

Resist any encroachment on professional responsibilities, believing the member should be free to carry out official policies without interference, and handle each problem without discrimination on the basis of principle and justice.

Tenet 11

Handle all matters of personnel on the basis of merit so that fairness and impartiality govern a member's decisions, pertaining to appointments, pay adjustments, promotions, and discipline.

Tenet 12

Seek no favor; believe that personal aggrandizement or profit secured by confidential information or by misuse of public time is dishonest.

Professional Coaching Sessions Available

During the MLGMA Winter Institute, the Association is providing members with a one-on-one professional leadership/management coaching opportunity. The complimentary sessions are to be pre-registered through Marie McKenna, mmckenn@cityofeastlansing.com, at the City of East Lansing. Those interested, but not pre-registered, can inquire at the registration desk.

As an ICMA IQ Report recently noted, "Executive coaches help managers not only to define and achieve their professional or business goals, but also to link those goals to the needs of the organization and the public. They help managers create a leadership plan that strives for specific and measurable results, and they hold their clients accountable for achieving those results and increasing their effectiveness." Coaching and working with 360-degree feedback mechanisms is a part of ongoing professional development required for ICMA Voluntary Credentialing.

CC1: Staff Effectiveness

KEYNOTE, GENERAL, & CONCURRENT SESSIONS

TUESDAY, FEBRUARY 2

11:00 am - 6:00 pm

Registration

North Concourse

1:00 - 4:00 pm

Pre-Conference Workshop

Getting the Most with Your Elected Leaders

Vandenberg A

"Elected officials and staff use the same words, but they speak a different language!" How do elected officials and staff view political values differently? When does 2+2 not equal 4? Learn the logic of politics and the logic of administration from each perspective.



Dr. John Nalbandian, Chair,
Department of Public
Administration, University of
Kansas

*John Nalbandian chairs the
Department of Public
Administration at the University
of Kansas. He also serves as*

*the Greg and Emma Melikian Visiting
Scholar of Urban Affairs at Arizona State
University. He came to Kansas in 1976
from Los Angeles, where he earned his
Ph.D. at the University of Southern
California. In addition to his faculty
position, he served on the city council in
Lawrence from 1991-1999. The council
elected him mayor in 1993-1994 and again
in 1996-1997.*

Facilitators: Victor Cardenas, Village
Manager, Brooklyn, and Clay Pearson, City
Manager, Novi

CC14: *Advocacy & Interpersonal
Communication*

CC17: *Integrity*

6:00 - 9:00 pm

Welcome Reception

*Sponsored by R.W. Baird & Co.
Imperial Ballroom*

All are welcome to attend this annual
reception sponsored by R.W. Baird & Co.
Enjoy this opportunity to network with
fellow government leaders in an informal,
professional setting. Hosted bar and
hors d'ouvres.

WEDNESDAY, FEBRUARY 3

8:00 am - 6:00 pm

Registration

North Concourse

8:00 am - 5:00 pm

ICMA - RC Break Room

*Sponsored by ICMA-RC
Campau*

8:30 - 9:00 am

President's and Mayor's Welcome

Pantlind Ballroom

Ted Staton, MLGMA President

George Heartwell, Mayor, City of Grand
Rapids

MLGMA and ICMA Remarks

Ted Staton, MLGMA President

Darnell Earley, ICMA President

Cheryl Hilvert, ICMA Vice President

9:00 -10:00 am

Entrepreneurship, Creating Wealth Within A Community

Pantlind Ballroom

"The future of every community lies in
capturing the passion, the imagination and
intelligence of local people." The Sirolli
Institute has dedicated itself to creating an
environment capable of capturing

enterprising individuals and transforming them into committed civic leaders contributing to the financial life of their community. An economic development strategy that plans for excellent schools, great communications, efficient airports, sport and recreational amenities, and support for entrepreneurs, may be of better service to cities than conventional economic development strategies. The Sirolli Institute is dedicated to teaching civic leaders how to effectively transform individual passion and community activism into rewarding and sustainable local businesses.

Dr. Ernesto Sirolli, Chairman & CEO, Sirolli Institute

Since 1971, Ernesto Sirolli has worked across Europe, Africa, Australia, and North



America in the field of local economic development. In 1985, he pioneered a novel approach to local development, based on facilitating the transformation of good ideas into viable business.

Sirolli challenges conventional economic development with Enterprise Facilitation, which attracts international attention for its dramatic departure from conventional approaches adopted in development and its strong focus on a grassroots, person-centered approach. Dr. Sirolli is the founder of the Sirolli Institute, an international nonprofit organization that teaches community leaders how to capture the passion of their communities.

Facilitator: James Wickman, Township Manager, Hartland Township

*CC2: Policy Facilitation
CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation*

Concurrent Sessions

10:30 - 11:45 am

The Sirolli Approach

Vandenberg B

Follow-up session to the keynote to provide more in-depth question and answer opportunities with Mr. Sirolli.

Ernesto Sirolli, Chairman/CEO, Sirolli

Institute

Facilitator: James Wickman, Township Manager, Hartland Township

CC2: Policy Facilitation

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation

Avoiding the Jekyll Interview and the Hyde Hire

Vandenberg A

How do you make the most of the interview process to showcase what your government has to offer and learn if the applicant will be a good fit? Many organizations have started thinking outside the box to get better results. This session will highlight how one community linked its interview process to its organizational values, how another uses verbal and nonverbal cues to detect discomfort or deception during interviews, and how professional search firms assisting public agencies in their search for local government employees view past experience in the private sector or international community.

Mike J. Goodrich, Director of Administration, Arlington County, Virginia
Victor C.M. Lauria, Assistant Police Chief, Novi

Heidi Voorhees, President, Voorhees and Associates, Wilmette, Ill

Facilitator: Pamela W. Antil, Assistant City Manager, Novi

CC12: Human Resources Management

Assuring Leadership Sustainability in Local Government

Imperial Ballroom

The future of leadership in local government can be enhanced with “seasoned managers” mentoring and coaching younger managers about what they need and want to learn to lead successfully in the future. Although most managers are equipped to be managers, the future of the profession will call for greater skills in leadership. In this highly interactive session, Mary Jo

KEYNOTE, GENERAL, & CONCURRENT SESSIONS

Asmus, an executive coach who works with all generations of local government managers, facilitates a conversation between and across the generations of local government managers. The goal of the conversation is to define the tools, skills, and savvy that younger managers need to be successful leaders in our local governments.

Mary Jo Asmus, Executive Coach
Facilitator: Keith VanBeek, Assistant County Administrator, Ottawa County

CC1: Staff Effectiveness
CC14: Advocacy & Interpersonal Communication

Changing Role of Managers in Times of Crisis: Revenge of the Economy

Ambassador West

As a city manager, our daily responsibilities can be affected by outside pressures. Perhaps the greatest external pressure is an economic crisis due to sudden loss of jobs and tax revenue in one's community. This session revisits three managers who presented this session back in 2006 and updates us on how these communities dealt with significant job loss and economic struggles, and examines how the role of the city manager changed as a result.

George Bosanic, City Manager, Greenville
Michael Herman, City Manager, Albion
Ed Koryzno, City Manager, Ypsilanti
Facilitator: Victor Cardenas, Village Manager, Brooklyn

CC2: Policy Facilitation
CC3: Functional & Operational Expertise & Planning

The Future of Outdoor Billboard Sign Advertising

Ambassador East

This session will focus on changes in the outdoor advertising industry to meet community needs and work with local governments to update older signs and meet local regulations through the adoption of model sign ordinances and

working closely with communities to get to win-win solutions. After years of adversarial relations with the outdoor sign industry, the cities of Ypsilanti and East Lansing recently entered into agreements with one sign company that provided some unique, new benefits to the community. Join the panelists to learn how these agreements were reached, what the cities received in return, and how the sign industry is changing to better meet the needs of local government.

Shannon Stumbo Bellers, Adams Outdoor Advertising
April McGrath, Director of Administrative Services, Ypsilanti
Don Wortman, Carlisle Wortman
Facilitator: Ted Staton, City Manager, East Lansing

CC6: Initiative, Risk Taking, Vision, Creativity & Innovation

Noon - 1:30 pm

Lunch

Sponsored by Plante & Moran
Pantlind Ballroom

MLGMA Advocacy Video: The Value of the Council/Manager Form of Government

Jane Bias-DiSessa, City Manager, Berkley

MLGMA Community Education Committee Update

Michael Young, City Manager, Rockford

2010 ICMA Conference, San Jose Preview

Christine Burns, City Manager, Cedar Springs

Awards Ceremony

General Session

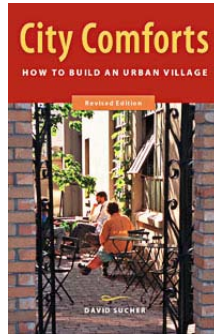
1:45 - 2:45 pm

Pantlind Ballroom

Three Rules of Main Street

Our purpose is to help make our urban civilization more civilized. By and large our cities lack comfort and grace. They have their bright spots - and there is a lot of good work being done - but overall it's pretty dreary.

The 'theory' of this book is that we don't pay attention to the small details of cities that make the difference in our comfort. We spend a lot of time planning, a lot of time thinking about how wonderful it could all be.



But we don't spend a whole lot of effort dealing with the thousands of small details that make up our daily experience. We are great on large-scale strategy and a bit inept at tactics.

There are many people all across the world who see both the poverty of our urban environments and see a way to evolve out of it. Speaking loosely, this approach can be called 'the new urbanism.' (I say loosely because there are many threads to this emerging urban tapestry and some pull in different directions. But they are all tied together by the desire to create cities built to human scale, where people can walk and where there is a sense of community.)

The simple patterns and simple details shown in *City Comforts* are not panacea, but they provide a framework for judging new construction, for separating the simple but crucial patterns from the trivial matters



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KEYNOTE, GENERAL, & CONCURRENT SESSIONS

of style. This simple framework asks us to examine a very few elements of the urban landscape but it will go a long way to improve our cities.



David Sucher, Author,
City Comforts

David Sucher lives in Seattle, Washington. He likes to ski, sail, play golf, and observe cities.

Facilitator: Pat Sullivan,
City Manager, Northville

CC2: Policy Facilitation
CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation
CC13: Strategic Planning

Alternate Session

1:45 - 2:45 pm

Imperial Ballroom

Local Lessons Gathered from Around the World

In 2007, former East Lansing Mayor Sam Singh embarked on a 17-month, 46-country journey. The genesis of Singh's wanderlust was a "worldlist" started as a youth, of events and places he wanted to experience. Singh's goal in traveling the world was to become immersed in different cultures by participating in volunteer efforts like Habitat for Humanity. During this session, Singh will share his thoughts about preparing our communities to compete and thrive in the global environment.

Sam Singh, Senior Policy Consultant,
Public Policy Association, Inc.

Facilitator: Ted Staton, City Manager,
East Lansing

CC6: Initiative, Risk Taking, Vision, Creativity, & Innovation
CC18: Personal Development

Concurrent Sessions

3:00 - 4:15 pm

Disaster Assistance from the U.S. Small Business Administration (SBA)

Vandenberg B

How much do you know about federal disaster loans from SBA? This session will provide information about: the different types of SBA disaster declarations; the primary differences in disaster declarations from FEMA and SBA; how to obtain an SBA disaster declaration; types of assistance provided; eligible applicants; and the answers to frequently asked questions.

Kathy Cook, Communications Specialist,
U.S. Small Business Administration, Office of Disaster Assistance, Field Operations Center East

Facilitator: Phil Moore, City Manager,
Alma

CC3: Functional & Operational Expertise & Planning

CC4: Citizen Service

Planning for Fiscal Sustainability During Difficult Economic Times

Ottawa Room

Given the shrinking Michigan economy, local government leaders are in a challenging situation with unrealistic public expectations of sustaining existing service levels in an environment of sharply decreasing revenues. Plante & Moran is a leader in Michigan, providing local government clients with tools to address long-term fiscal sustainability. Come listen to a presentation highlighting current "hot" topics, including Plante & Moran's fiscal scorecard measures, the state of Michigan's current fiscal indicators, and an overview of a fiscal sustainability planning process for long-term community success.

Christine Andrysiak, Manager,
Governmental Consulting Practice, Plante & Moran

Joseph Heffernan, CPA, Partner,
Governmental Assurance & Consulting

Practice, Plante & Moran
Facilitator: Bill Cousins, Township
Manager, Cascade Charter Township

CC11: Financial Analysis
CC13: Strategic Planning

Energy Concepts and Strategies for the Next Decade

Ambassador East

Roadmaps proclaiming our energy future in the areas of distributed generation, microgrids, green energy technologies, sustainability, all-electric cars, customer choice driven levels of service, and integrating these and a variety of other energy-related concepts and technologies are crystallizing as an economic engine and a post-financial crisis solution. The electric utility industry has generally been referred to as a dinosaur, taking its time to evolve in a well researched and sure footed manner. As a nation, we are currently beginning a substantial effort to retool, retrain, and position for an energy-driven economy at a substantial speed. **Anand Gangadharan**, CEO, Novi Energy
Sue Jeffers, Associate General Counsel, MML

Facilitator: Pat Sullivan, City Manager,
Northville

*CC3: Functional & Operational Expertise &
Planning*

*CC6: Initiative, Risk Taking, Vision,
Creativity, & Innovation*

CC11: Financial Analysis
CC13: Strategic Planning

Rethinking Commercial Planning: Making Your Community Sustainable

Ambassador West

In the face of unprecedented business failures, how do communities cope with the challenge of revitalization? How do we change the planning focus to enable redevelopment and stave off decline? Sustainability may provide some answers. This session will review the fundamental shift that is occurring in the U.S. retail sector and investigate how communities

can move toward a more viable mixture of land uses. Examples of efforts to re-think commercial planning and development will be described, and examples of successful and sustainable business districts will be highlighted.

Carmine P. Avantini, AICP, LSL
Planning

Valdis Lazdins, LSL Planning

Facilitator: Mike Cain, City Manager,
Boyne City

*CC6: Initiative, Risk Taking, Vision,
Creativity, & Innovation*

CC13: Strategic Planning

After the Study: Using a Police/ Fire Report to Plan Staffing and Resources

Vandenberg A

Local governments spend the highest percentage of budgets appropriately on the core function of public safety. Being able to balance resources between public safety and other functions requires having the “right” amount of staff in Police and Fire doing the “right” things. Learn from two colleagues in Michigan who have completed studies in police and fire in the last year and have subsequently made use of that information to make projections for future staffing, realign existing assignments, and change schedules.

Curtis Holt, City Manager, Wyoming

Clay Pearson, City Manager, Novi

Facilitator: Tom Wieczorek, ICMA
Consulting

*CC3: Functional & Operational Expertise
& Planning*

*CC5: Performance Measurement/
Management & Quality Assurance*

CC12: Human Resources Management

INSTITUTE AT A GLANCE

TUESDAY, FEBRUARY 2

11 am - 6 pm	Registration and Information Desk Open	North Concourse
1 - 4 pm	Pre-Conference Workshop - Dr. John Nalbandian	Vandenberg A
6 - 9 pm	Welcome Reception (Sponsored by R.W. Baird)	Imperial Ballroom

WEDNESDAY, FEBRUARY 3

8 am - 6 pm	Registration and Information Desk Open	North Concourse
8 am - 5 pm	ICMA-RC Break Room	Campau
8:30 - 9 am	MLGMA President's & Mayor's Welcome & ICMA Remarks	Pantlind Ballroom
9 - 10 am	Entrepreneurship, Creating Wealth within a Community	Pantlind Ballroom
10:30 - 11:45 am	The Sirolli Approach	Vandenberg B
	Avoiding the Jekyll Interview and the Hyde Hire	Vandenberg A
	Assuring Leadership Sustainability in Local Government	Imperial Ballroom
	Changing Role of Managers in Time of Crisis	Ambassador West
Noon - 1:30 pm	The Future of Outdoor Billboard Sign Advertising	Ambassador East
	Lunch (Sponsored by Plante & Moran)	Pantlind Ballroom
1:45 - 2:45 pm	Three Rules of Main Street	Pantlind Ballroom
	Local Lessons Gathered from Around the World	Imperial Ballroom
3 - 4:15 pm	Planning for Fiscal Sustainability During Difficult Times	Ottawa Room
	Energy Concepts and Strategies for the Next Decade	Ambassador East
	After the Study: Using a Police/Fire Report to Plan	Vandenberg A
	Rethinking Commercial Planning	Ambassador West
5:30 - 7 pm	Disaster Assistance from the Small Business Administration	Vandenberg B
	Student Session	Imperial Ballroom
5:30 - 7 pm	University Alumni Association Receptions	Various
6:00 - 7:30 pm	MLGMA Past President's Dinner	Z's Grille & Bar
6:30 - 11:00 pm	Baird Night at the B.O.B (Sponsored by R.W. Baird)	B.O.B.



THURSDAY, FEBRUARY 4

8 am - 6 pm	Registration and Information Desk Open	North Concourse
8:15 - 9:30 am	Accentuating Relevance: Aligning Parks and Recreation to Address Community Issues	Ambassador Ballroom
9:30 - 10:30 am	Exhibit Hall with MRPA	DeVos Exhibit Hall
10:45 am - noon	The Value of Parks & Recreation to the Local Economy	DeVos: River Overlook A & B
	Using Twitter to Engage the Audience	DeVos: River Overlook F
	Measuring Quality of Life	DeVos: River Overlook C
	Improving Asset Management Experience	Amway: Emerald A
	Teambuilding and Leadership for the Recreation Professional	Amway: Pearl
Noon - 1:15 pm	Lunch and Exhibit Hall with MRPA	DeVos Exhibit Hall
1:30 - 2:45 pm	Extreme Customer Service	Pantlind Ballroom
	Amending Michigan's Constitution	Gerald R. Ford Room
3:15 - 4:30 pm	The Business Case for Going Green	Vandenberg B
	Economic Gardening Plus	Vandenberg A
	High Performance Organizations Case Study: City of Montgomery, Ohio	Governor's Room
	Dealing with Zombie Developments	Gerald R. Ford Room
	Manager Contract and Employment Issues	Pantlind Ballroom
5:00 - 6:30 pm	Vendors Reception	Imperial Ballroom

FRIDAY, FEBRUARY 5

8:30 - 9:45 am	Breakfast - MLGMA Annual Meeting	Pantlind Ballroom
9:45 - 10:15 am	Michigan Legislative Agenda and Topics	Pantlind Ballroom
10:15 - 11:30 am	Michigan Off the Record Politics with Tim Skubick	Pantlind Ballroom
11:30 am - 1 pm	MLGMA Board of Directors Meeting	Gerald R. Ford Room



KEYNOTE, GENERAL, & CONCURRENT SESSIONS

Student Session

Imperial Ballroom

This session will be tailored to current students looking to enter the profession upon graduation. A brief overview of the MLGMA Fellowship will be presented along with tools of the trade. Managers will share with participants tools they utilize in their position to assist them in completing projects and to help solve crises. Student participants will not leave this session empty handed, literally and figuratively!

Facilitator: Christine Burns, City Manager, Cedar Springs

5:30 - 7:00 pm

University Alumni Association Receptions

Grand Valley State University
Governor's Room

Central Michigan University
Gerald R. Ford Room

6:00 - 7:30 pm

MLGMA Past President's Dinner

Z's Grille & Bar

168 Louis Campau Drive
Invitation Only

6:30 - 11:00 pm

Baird Night at the B.O.B

Sponsored by R.W. Baird & Co.

B.O.B (Big Old Building)

20 Monroe Avenue N.W.

Comedian entertainment begins at 7:30 pm. Also enjoy open pool tables, heavy hors d'ouvres, and an open bar.

THURSDAY, FEBRUARY 4

8:00 am - 6:00 pm

Registration

North Concourse

8:15 - 9:30 am

Accentuating Relevance: Aligning Parks and Recreation to Address Community Issues

Ambassador Ballroom

The presentation will discuss the field's transitions through five eras in the past half-century, and will focus on the current emphasis on identifying community-wide benefits and aligning them with the major issues in a community. This alignment is the key to the field's future viability.

John Crompton, Texas A & M

John Crompton holds the rank of Distinguished Professor of Recreation, Park and Tourism Sciences at Texas A&M University. His undergraduate work was in physical education and geography at Loughborough College. After teaching high school for a year, he attended the University of Illinois where he completed a M.S. degree in recreation and park administration. He joined Loughborough Recreation Planning Consultants as their first full-time employee. When he left as managing director, LRPC had developed into the largest consulting firm in the United Kingdom specializing in recreation and tourism.

CC3: *Functional & Operational Expertise & Planning*

CC4: *Citizen Service*

CC13: *Strategic Planning*

9:30 - 10:30 am

Exhibit Hall with Michigan Parks and Recreation Association

DeVos Exhibit Hall

Concurrent Sessions with the MRPA

10:45 am - Noon

The Value of Parks & Recreation to the Local Economy

DeVos: River Overlook A & B

This session focuses on the economic value that parks and recreation add to communities. Participants will learn how to calculate the beneficial impact of parks on property values, health care cost containment, and reduced rates of crime.

Ann Conklin, Director, Canton Leisure Services

CC3: Functional & Operational Expertise & Planning

CC5: Performance Measurement/Management & Quality Assurance

Using Twitter to Engage the Audience

DeVos: River Overlook F

Twitter is one of the fastest growing social media tools around. Users can set up a network of people to send information to and receive information from. Learn quick, easy ways to use Twitter to engage your customers.

Susan Kart, Director of Marketing, LERN

CC7: Technological Literacy

CC14: Advocacy & Interpersonal Communication

Measuring Quality of Life

DeVos: River Overlook C

This session shows how composite-based level of service analysis can help you identify the "quality of life" amenities that are provided in your community. This analysis can tie right into capital and operational budget justifications and work plans.

Teresa Penbrooke, CEO and Founding Managing Member, GreenPlay, LLC

CC5: Performance Measurement/Management & Quality Assurance

Improving Asset Management Experience

Amway: Emerald A

Balancing the variables of park use, quality expectations, maintenance requirements, and budget is greatly enhanced by implementing a digitally integrated management strategy to improve operational effectiveness.

Robert Rinck, Owner, Site Design and Management Systems, Inc.

CC3: Functional & Operational Expertise & Planning

CC5: Performance Measurement/Management & Quality Assurance

Teambuilding and Leadership for the Recreation Professional

Amway: Pearl

Find out how great leaders build great teams. Session will discuss successful leadership practices and techniques and will define how to use these practices to improve teamwork and morale in the workplace.

Jim Wheeler, President, Total Aquatic Management

CC14: Advocacy & Interpersonal Communication

CC17: Integrity

Noon - 1:15 pm

Exhibit Hall and Lunch with Michigan Parks and Recreation Association

DeVos Exhibit Hall

KEYNOTE, GENERAL, & CONCURRENT SESSIONS

Additional MRPA Concurrent Sessions

1:30 - 2:45 pm

Please refer to MRPA's program for location and more information on additional sessions.

- **The Role of Parks in Enhancing the Property Tax Base**
- **Your 12 Month Survival Plan**
- **Community Engagement & Needs Assessment**
- **Gateway Trails**

General Session

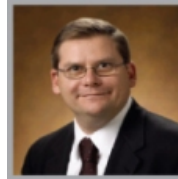
1:30 - 2:45 pm

Pantlind Ballroom

Extreme Customer Service

For many businesses, the tough economy has resulted in fewer customers coming through the door and current customers buying less than they used to. Bob Fish will

discuss how he was able to take Biggby Coffee from a local shop in Lansing to a national franchise now operating in nine states across the country through Biggby's innovative approach to customer care and promotion.



Bob Fish, Founder,
Biggby Coffee

Robert (Bob) Fish is best known for growing Biggby Coffee from a small Lansing-based coffee shop to a chain of more

than 100 cafés across nine states, virtually doubling in size every two years. You can also find him on his blog, "Where's Bob."

Facilitators: Marie McKenna, Assistant City Manager, East Lansing and Wendy Longpre, Assistant Director, East Lansing Parks, Recreation & Arts

CC14: Advocacy & Interpersonal Communication

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Alternate Session

1:30 - 2:45 pm

Amending Michigan's Constitution — The Constitutional Convention Option

Gerald R. Ford Room

Whether one loves, hates, or is ambivalent about the treatment of local government under Michigan law, in the final analysis that treatment is provided for or allowed by the state's Constitution of 1963. While piecemeal amendments of the state Constitution may be put before the voters by the Legislature or the petition process, every 16 years the voters are asked whether a convention should be held to consider a general revision of the Constitution. With that question to be on the November 2010 General Election ballot, this topic will explore the Constitutional Convention option and process.

Gary Dovre, Attorney, Secrest-Wardle
Facilitator: Steve Brock, City Manager,
Farmington Hills

*CC8: Democratic Advocacy & Citizen
Participation*

Concurrent Sessions

3:15 - 4:30 pm

The Business Case for Going Green Vandenberg B

Sustainable building techniques. LEED certification. Energy credits. Carbon footprints. Everybody is talking about the need to "go green" in business, in government, and in our daily lives. With new technologies, it's no longer just a good thing to do - it can make real business sense and improve business processes. Learn from some real world examples of how the worlds of business, government, and education are implementing green strategies that are saving them money and reducing their impact on the Earth.

Jim Newman, CEM, LEED AP, OPMP,
Owner/Managing Partner, Newman

Consulting Group

William Moylan, PhD, PMP, FESD,
Assistant Professor, Construction
Management, School of Engineering
Technology, Eastern Michigan
University

George Heartwell, Mayor, Grand
Rapids

Facilitator: Greg Sundstrom, City
Manager, Grand Rapids

*CC3: Functional & Operational
Expertise & Planning*

*CC6: Initiative, Risk Taking, Vision,
Creativity, & Innovation*

CC11: Financial Analysis

CC13: Strategic Planning

Economic Gardening PLUS

Vandenberg A

Economic Gardening is a grow-from-within business creation, retention and expansion model developed by Littleton, Colorado. In its simplest form Economic Gardening is a hybrid business development assistance program exclusively for small businesses that combine innovation with intent and capacity to grow. A key service provided under this program is high-level market research and business accelerator services.

Mark H. Clevey, MPA Director,
Entrepreneurship & Commercialization,
Saginaw Valley State University

Facilitator: Christine Andrysiak,
Consulting Manager, Plante & Moran

*CC6: Initiative, Risk Taking, Vision,
Creativity, & Innovation*

High Performance Organizations (HPO) Case Study: City of Montgomery, Ohio

Governor's Room

Montgomery, Ohio has been using the High-Performance Organizations (HPO) model to engage staff to utilize their talents, skills, and abilities to improve the city's performance. City Manager Cheryl Hilvert will describe the city's vision and values work that has laid the

path for what the city wants to achieve and the foundation for the culture that supports its accomplishment. Using Leadership Teams for interdepartmental challenges as well as within departmental work units, staff throughout the city have developed innovative techniques to improve services and save money, solve community problems with new approaches and strengthened their relationship with the community's citizens. Joining her in this session will be Tony Gardner, from the University of Virginia's Senior Executive Institute where the HPO model is a key part of its Leadership Development program.

Tony Gardner, University of Virginia

Cheryl Hilvert, City Manager,
Montgomery, Ohio

Facilitator: Pamela W. Antil, Assistant
City Manger, Novi

*CC5: Performance Measurement/
Management & Quality Assurance*

Dealing with Zombie Developments —Unfinished Subdivisions, Empty Office Parks

Gerald R. Ford Room

Michigan is home to more than its fair share of stalled or failed residential and commercial projects. Developers are walking away from subdivisions with half-built roads, a handful of homes without permanent occupancy permits, and none of the promised amenities. Office buildings sit empty, with no interior finishes and no one around to keep the area maintained. While a municipality can't usually finish a project for a developer, there are some things that it can do to lessen the burden on residents and neighbors. This session will discuss a local government's ability to secure completion and maintenance of required site improvements like streets and utilities, including consideration of and limitations on the use of developer-posted performance bonds or guarantees; the municipality's code enforcement options and remedies, from maintenance to demolition; and ordinance "upgrades" that

help to ensure completion of the next new thing in town.

Tom Schultz, City Attorney, Secrest-Wardle, West Bloomfield

Andrew Mulder, City Attorney,
Cunningham Dalman, PC, Holland

Richard Wendt, City Attorney, Dickinson
Wright, PLLC, Grand Rapids

Facilitator: David Murphy, City Manager,
South Lyon

*CC3: Functional & Operational Expertise
& Planning*

*CC6: Initiative, Risk Taking, Vision,
Creativity, & Innovation*

CC11: Financial Analysis

Manager Contract and Employment Issues

Pantlind Ballroom

This session focuses on the items that should be addressed in all city manager employment agreements. Also how factors in our state, such as our declining housing market, and economic volatility may call for unique approaches in the employment agreement. And when the time comes to move on, either by your choice or otherwise, what should your strategy be to secure the best possible deal for you and your family? Discover strategies that make good sense for you and your city presented by one of the most experienced municipal labor attorneys in Michigan.

Steve H. Schwartz, *Steven H. Schwartz
& Associates, PLC*

Facilitator: Pat Sullivan, *City Manager,
Northville*

CC12: Human Resources Management

5:00 - 6:30 pm

Vendors Reception

Imperial Ballroom

See Vendor list on page 23.



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Rankings source: Ipreo MuniAnalytics Datasource



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 Rachael Eubanks
 Brian Lefler

Mike McCarty
 Stacey Mills
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KEYNOTE, GENERAL, & CONCURRENT SESSIONS

FRIDAY, FEBRUARY 5

8:30 - 9:45 am

Breakfast
MLGMA Annual Meeting
Pantlind Ballroom

9:45 - 10:15 am

Michigan Legislative Agenda and Topics

Pantlind Ballroom

League legislative staff will present an update on local government issues being addressed in Lansing and beyond.

Summer Minnick, Director, State Affairs, MML

Arnold Weinfeld, Director, Strategic Initiatives & Federal Affairs, MML

CC14: Advocacy & Interpersonal Communication

10:15 - 11:30 am

Really Off the Record
Pantlind Ballroom



Tim Skubick, Senior Capitol Correspondent

Tim Skubick is anchor and producer of the weekly public TV series "Off the Record," which has been on Michigan public television stations since

1972 and has a weekly audience of 100,000 viewers. He also anchors the statewide investigative documentary series "Michigan At Risk," as well as State of the State addresses and other Michigan election and political specials produced by WKAR-TV in East Lansing.

Skubick covers the state capitol for a variety of other media outlets including 66 radio stations through the Michigan Radio Network. He writes a weekly political column for 22 statewide newspapers and is in high demand on the public speaking circuit around the state.

Skubick, who holds B.A. and M.A. degrees in broadcast journalism from Michigan State University, has been covering Michigan government and politics since 1969.

WKAR-TV produces "Off the Record," "Michigan At Risk," and other political specials with Tim Skubick for public stations throughout the state of Michigan, in association with Michigan Public Broadcasting.

Facilitator: Daniel P. Gilmartin, Executive Director & CEO, MML

CC14: Advocacy & Interpersonal Communication

11:30 am

MLGMA Winter Institute Adjournment

11:30 am - 1:00 pm

MLGMA Board of Directors Meeting
Gerald R. Ford Room

Visit our vendors at the Vendor Reception
Thursday, February 4, 5:00 - 6:30 pm

Abonmarche Consultants, Inc.

Bendzinski & Company

C2AE

Cadillac Insurance Center

Central Michigan University

Consumers Energy

Fishbeck, Thompson, Carr & Huber, Inc.

Fleis & Vandenbrink Engineering, Inc.

Giffels-Webster Engineers, Inc.

Hubbell, Roth & Clark, Inc.

LED Optical Solutions, LLC

LSL Planning, Inc.

Meadowbrook Insurance Group

Michigan Municipal Risk Management Authority

Michigan Vegetation Management

Miller Canfield

OMM Engineering, Inc.

Orchard, Hiltz & McCliment, Inc.

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Rowe Professional Services Company

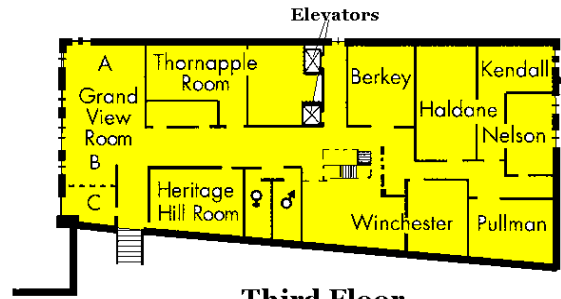
Spicer Group, Inc.

Stifel, Nicolaus & Company

Wade Trim

AMWAY GRAND PLAZA HOTEL MAP

■ = Accessible only from Exhibitors Building Elevators or stairs. These areas are not level with the 2nd and 3rd floors of the rest of the Hotel.



Third Floor Exhibitors Building
Take elevators by the Lyon Street Entrance

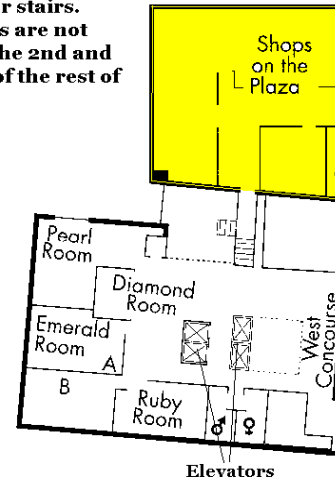
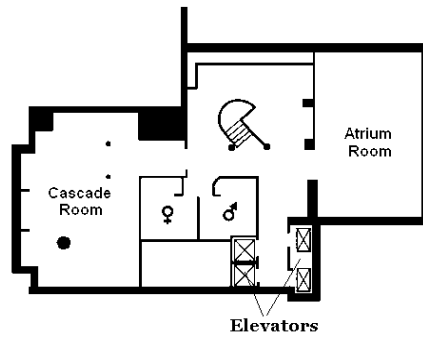
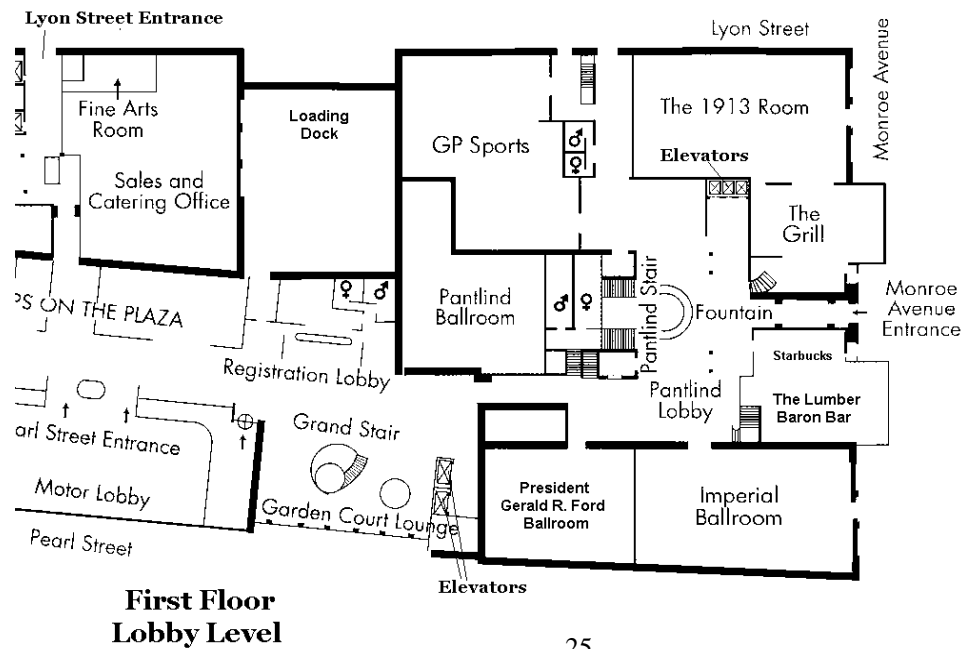
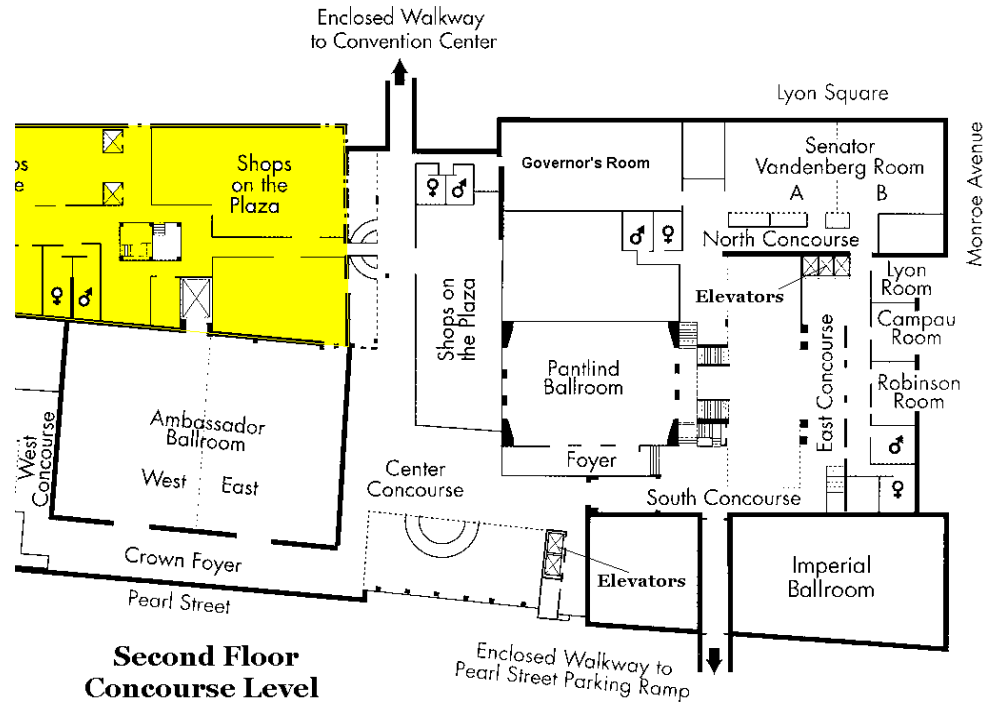


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Michelle A. Reen
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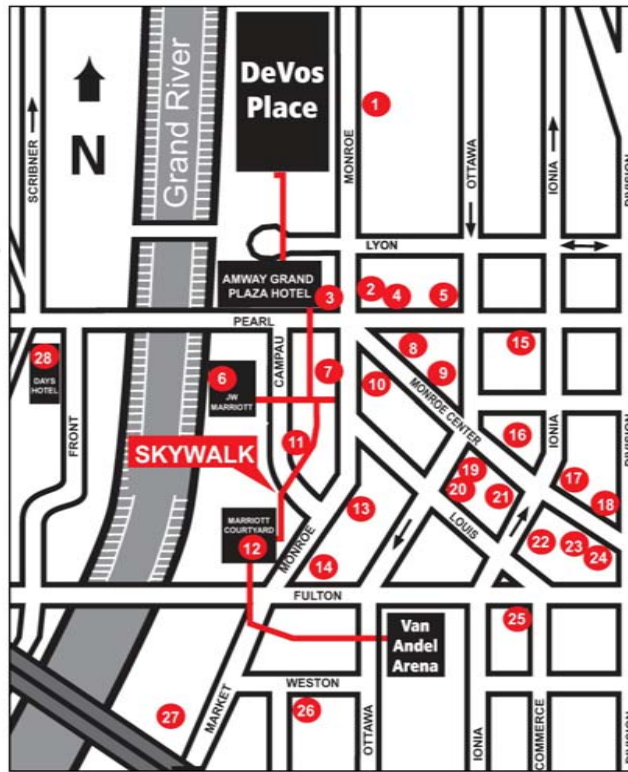
James T. Wickman, III
Township of Hartland

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The Bull's Head Tavern \$	616-454-3580
3 Amway Grand Plaza Hotel	616-774-2000 ♦ *
Bentham's	\$-\$\$
Cornucopia	\$
GP Sports	\$-\$\$
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1913 Room	\$\$-\$\$\$
4 Flanagan's	\$ 616-454-7852
5 bite and Ottawa Tavern \$-\$\$	616-451-8000
6 six.one.six \$-\$\$\$\$	616-242-1500 ♦ *
7 Subway \$	616-548-5800 *
8 Quizno's \$	616-742-4400
Shushi Yama \$-\$\$	616-233-9881
The Pita House \$	616-233-4875
The Dog Pit \$	616-988-1508
9 TreCugini \$-\$\$\$	616-235-9339
10 GR Art Museum Cafe \$-\$\$	616-831-1000
11 Z's Restaurant & Bar \$-\$\$	616-454-3141
Skywalk Deli \$	616-732-5388 ♦
12 Blue Plate \$-\$\$	616-242-6605 ♦ *
13 TGI Fridays \$-\$\$	616-742-8443 *
14 The B.O.B.	616-356-2000

Bobarino's \$-\$\$	
Gills Blue Crab Lounge \$\$-\$\$\$	
Judson's Steakhouse \$\$-\$\$\$	
15 Sundance Grill \$-\$\$	616-776-1616 ♦ *
16 Chapbook Café at Schuler Books \$	616-459-7750 ♦ *
Skis Sub Shop \$	616-451-9504
17 XO Asian Cuisine \$-\$\$	616-235-6969 *
18 Restaurant Bloom \$\$-\$\$\$	616-632-2233 *
19 Parsley's Mediterranean Grille \$-\$\$	616-776-2590 *
21 Louis Benton Steakhouse \$\$-\$\$\$\$	616-454-7455
22 Big O's \$-\$\$	616-451-1887
23 Jimmy John's \$	616-235-4500
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24 Marado Sushi \$\$	616-742-6793
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27 Charley's Crab \$\$-\$\$\$	616-459-2500 *
28 Pearl Street Grill \$\$-\$\$\$	616-235-7611 ♦

Price Guide

\$	\$2-\$9
\$\$	\$10-\$19
\$\$\$	\$20-\$30
\$\$\$\$	\$31-\$50

*Open on Sunday
♦ Serve Breakfast

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