



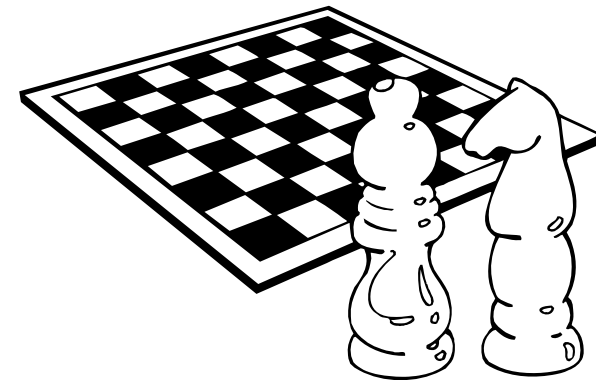
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Ypsilanti Marriott at Eagle Crest
1275 South Huron Street
Ypsilanti, Michigan 48197
734.487.2000
Fax 734.481.0700

The facility is located south of I-94 at Exit 183 on Huron Street. Ample free parking surrounds the facility.

Strategies for Tough Times



Michigan Local Government
Management Association
Winter Institute

January 28–31, 2003

Ypsilanti Marriott at Eagle Crest
Ypsilanti, Michigan

Dear Colleagues,

Every local government manager will face a time of challenge and the time to prepare for these situations is before they happen. Take a leap of optimism and be encouraged to act with confidence even during a tough situation. The 2003 MLGMA Winter Institute Planning Committee has completed a program designed to be relevant to issues facing today's managers.

Plan to join your colleagues at the Eagle Crest Conference Center for informative, relevant and compelling educational sessions. The mix of national speakers and local practitioners will guide participants through a thought process that can lead to action you can take back and put into effect in your community.

Knowing a solution exists can change your thinking from negative to positive. The general sessions will focus on the big picture "how-to's" while the concurrent sessions will present an opportunity to look at the day to day issues facing managers across Michigan. The schedule includes time for interaction in the sessions as well as during breaks, receptions, and casual meals.

I encourage you to attend the 2003 Winter Institute. I would also like to thank the committee members for their effort in creating another worthwhile educational event.

Sincerely,
D. Wayne O'Neal, Committee Chair
City Manager, Eastpointe

Winter Institute Planning Committee

Brent Bury	Paul L. Preston, Jr.
Randall D. Byrne	William R. Stewart
Tori D. Kelly	Barbara VanDuren
Brian Murphy	Richard Watkins
David Pasquale	John Zech

10:15-11:15 am

Goal Setting for MLGMA AUD 1

Presiding: Kathie Grinzinger
President Elect, MLGMA
Assistant City Manager, Mount Pleasant

11:15 am

Closing Remarks

Kathie Grinzinger

Mark Your Calendar!

2003 Summer Workshop
July 22-25
Crystal Mountain
Thompsonville

2004 Winter Institute
January 27-30
Bavarian Inn Lodge
Frankenmuth

2005 Winter Institute
January 25-28
Amway Grand Hotel
Grand Rapids

E. Advocating Our Profession: The 2002 Grand Rapids Strong Mayor Referendum Conf D

In the fall 2002 elections, the city of Grand Rapids presented a referendum changing their form of government to a strong mayor. MLGMA held an opposing position to the referendum which was defeated. What's or where is next?

Moderator: John Zech, City Manager, Wayne

5:30–6:30 pm **Membership Reception** **Salon 4&6**
Enjoy time discussing the concurrent sessions you may have missed in this networking event.

Evening Options

- Past Presidents Dinner
- Membership Services Dinner
- Women in Government Dinner

Friday, January 31, 2003

8:00–9:00 am **Closing General Breakfast and Legislative Update** **Salon 6**

Moderator: D. Wayne O'Neal, City Manager, Eastpointe

Speaker: Don Stypula, Manager, Environmental Affairs, MML

9:00–10:00 am **Closing General Session** **AUD 1**

Presiding: Warren D. Renando
President, MLGMA
City Manager, Jackson

Speaker: Girard Miller, President and CEO, ICMA-RC

Tuesday, January 28

1:00–9:00 pm **Registration** Lobby of Ypsilanti Marriott

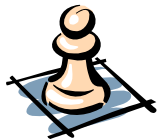
1:00–5:00 pm **ICMA Pre-Conference Workshop** **AUD 2**
Manager as Coach—Increasing the Effectiveness of Your Elected Officials
Managers play an essential role in helping elected officials and other community stakeholders identify and achieve common community goals. This workshop will identify the leadership skills that elected officials need to have and the roles they need to play if they are to build communities, and it will help managers be effective coaches during this process.

Moderator: Alan Vanderberg, Assistant County Administrator, Kent County

Speaker: Carl Neu, The Center for the Future of Local Governance

8:30 pm–Midnight
Welcoming MLGMA Mixer **Player's Lounge**

Meet with friends, old and new, in the Institute's traditional opening social event. The Welcome Committee would be delighted to assist attendees with any conference details including introductions. See members with blue "Host" ribbons on their name tags for assistance.



C. Taming the Health Care Cost Beast AUD 1
Double digit increases in health care premiums have hit every city, county, township and village. These leaders worked as a team and initiated a creative solution to a tough issue.

Moderator: Brent Bury, City Manager, Pinconning

Speakers: Gerry Peterson, City Manager, Marquette
Steve Powers, County Administrator, Marquette County
Dr. Randy Johnson, Director, Marquette County Health Department

12:15–1:30 pm

General Luncheon

Salon 2/3/4

Presiding: Warren D. Renando
President, MLGMA,
City Manager, Jackson

Speakers:
Range Rider Frank Gerstenecker, Troy
Range Rider Robert Kenning, Birmingham
Mark Wollenweber, City Manager, Saint Clair Shores
Chip Drotos, MSW, President, Drotos Counseling and Consultation
George Brown, City Administrator, Adrian, Chair, Managers in Transition Committee

12:15–1:45 pm

General Luncheon and Annual Business Meeting Salon 2/3/4

Presiding: Warren D. Renando
President, MLGMA
City Manager, Jackson

Keynote: Robert O'Neill, ICMA Executive Director – Update From the ICMA

- Recognition of New Members and Retirees
- Arthur Bromage Fellow Report

1:45–2:30 pm

Crisis Management—A Case Study AUD 1

Four city managers currently facing a financial crisis within their communities will set the scene and describe the issues. Attendees will break into four facilitated working groups to have more conversation each to brainstorm possible solutions on a specific issue. The groups will reconvene into a general session and briefly present the solutions to the assembly.

Moderator: Paul Preston, City Manager, Mount Pleasant

Facilitators: John Zech, City Manager, Wayne
Dave Pasquale, City Manager, Lowell
William Stewart, City Manager, Coldwater

Speakers: Darnell Early, City Manager, Flint
D. Wayne O'Neal, City Manager, Eastpointe
Michael Herman, City Manager, Albion
Doug Thomas, City Manager, Alma

2:00–3:15 pm

General Session AUD 1
Ethics: Working Through Dilemmas and Conundrums in Tough Times

Honesty, integrity and public confidence need to be maintained especially in difficult circumstances. Real situation questions and ideas will be discussed in this open forum.

Moderator: Brian Murphy, Village Manager, Beverly Hills

Speaker: Joseph Cepuran, Ph. D, MPA Program Coordinator, University of Michigan–Dearborn

3:00–3:15 pm

Break

Salon V

3:15–4:30 pm

Concurrent Sessions AUD 1 & 2; Conf B & D
A. Presentations and Discussion of Solutions
Hear what all the groups developed as possible solutions to the dilemmas.

B. Exit Agreements & Contract Enforcement
AUD 2
What happens when it's time to leave? Do you have something in writing? Is it enforceable?

Moderator: Bill Stewart, City Manager, Coldwater

Speaker: Steve Schwartz, Attorney, Steven H. Schwartz & Associates

5:00–6:30 pm

Vendor Reception Salon 2/3/4
Browse products and services of a variety of firms offering services to local government. Beverages, hors d'oeuvres and conversation will be plentiful.

Evening Options

- Bus trip to Cabela's (departs at 6:00 pm)
- Basketball

Thursday January 30, 2003

7:30 am–4:00 pm

Registration Lobby of Ypsilanti Marriott

7:30 am–4:00 pm

Break Area Open Salon V

8:00–9:00 am

Concurrent Breakfast Sessions Salon 2&3
A. Membership Support Services
Host: Paul Brake, Assistant Township Manager, Meridian Township

B. Small Communities and Village Managers
Salon 1
Host: Mike Freer, Village Manager, Roscommon

C. County Administrative Officers Bentley's
Host: Daryl Delabbio, County Administrator, Kent County

9:00–10:30 am



General Session AUD 1
There Is No Choice–Change is Mandatory
General Motors Corporation found itself facing a highly competitive and ever changing global automotive marketplace and they were losing market share. Their entire corporate philosophy and focus changed in an effort to stay in the game. How did they communicate their new message and what did they do to ensure a successful transition?

Moderator: Richard Watkins, Township Manager, Delta Charter Township

10:45 – Noon

Concurrent Sessions AUD 2
A. Strut Your Stuff: Marketing Your Community
Managers are increasingly required to market their communities to a variety of audiences. Many communities have staff on board adept at working with media relations, citizen and employee communication, image and advertising. However, a majority of communities are considering contracting with a marketing firm to help promote their strengths.

Moderator: Barbara VanDuren, Deputy Manager, City of Wyoming

Speaker: Kelly Rossman-McKinney, Rossman Martin and Associates

B. Credentialing: Understanding the Entire Process Conf D
A three member panel will discuss the process, relay their thoughts and answer questions regarding credentialing and the Applied Assessment Test.

Moderator: Pete Auger, City Manager, Davison