



# Planting Ideas – Growing Success

Michigan Local Government Management Association

2007 Winter Institute



# Planting Ideas – Growing Success

Dear Professional Managers:

It seems like just last month we gathered in Kalamazoo for another great Winter Institute. It was an honor to work with several colleagues over the past year to put together a diversified 2007 Winter Institute. Starting with the ICMA Pre-Conference Workshop on Tuesday we'll gain insight on how to hire, retain and make a positive gain with "*Geezers, Boomers, Geeks and Gamers*" in the workplace. A little something for everyone I would say.

I hope all can make it to the **Kick off your Shoes Mixer**: An Oktoberfest in January. It promises to be a great place to meet with friends, old and new, and this year's event planners guarantee you a night to remember. Note – we are even off site this year.

We even brought in the big guns as you hear Bob O'Neill tell us what strengths managers of the 21st century need. Bob will also do a session on the **360 Review** that many of us need to go through to keep up with our credentialing pledge.

For those who are not yet up on the new federal standards we will have Emergency Management Training for the NIMS requirements. We even have plans to find out that managers are people too.

Back by popular demand is Tim Skubick who speaks *Really Off the Record*. There will be sessions that also deal with executive searches. And don't miss this year's vendors' reception at the Black Forest Brewery where you can browse products and services of a variety of firms offering services to local government.

We end the conference with LTC Paul Rogers of the Michigan Army National Guard. A Michigander who has served overseas in the current war, he will be here to speak about issues that face those who get called up to serve.

It should be an exciting week. Special thanks go out to the MML support team. On behalf of the Winter Institute Committee, welcome to our 2007 Winter Institute where we have the opportunity to better ourselves.

Respectfully,

Peter E. Auger  
City Manager, City of Davison  
Winter Institute Chairman

## **Winter Institute Planning Committee**

Peter Auger, Chair, City of Davison

Don Beavers, Village of Caro

Randall Byrne, City of Grand Blanc

Ryan Cotton, Village of Spring Lake

Charlie Graham, City of Frankenmuth

Dale Martin, City of Linden

Pat McGinnis, City of Grand Haven

Rolland Olney, City of Leslie

Michael Senyko, City of Fenton

Arthur Shufflebarger, Village of Milford

Frank Walsh, City of St. Joseph

Chris Wren, City of Fenton



# Tuesday, January 23

1:00 – 8:00 pm

## Registration

*Lower Level of Conference Center*

1:00 – 5:00 pm

## ICMA Pre-Conference Workshop

*Danube Room*

### **Four Generations at Work: How do you hire, retain and make it a positive gain with Geezers, Boomers, Geeks and Gamers in the workplace**

For every two experienced workers leaving the workforce, one will enter. Every day 10,000 baby boomers turn 55 years old. One in six workers will be over 55 years old by 2008. Do you know how to attract, hire and retain creative and skilled workers? Generations have always clashed in the workplace but the gap today is greater than ever. Americans are living and working longer. The life expectancy in 1900 was 47. Today it is 80 or more so we now have four generations in the workplace with different values, different work ethics, and different ideas of what's important and different ideas about what makes a good place to work. Come learn how to turn diversity into a real strength for your organization and how to be more effective with geek, geezer, boomer and gamer generations.

Speaker: Felicia Logan, ICMA Director of Leadership Development, ICMA

Moderator: Pete Auger, City Manager, Davison

*CC1: Staff Effectiveness*

*CC12: Human Resources Management*

8:30 pm – Midnight

## Kick off your Shoes Mixer

*Alpine Room – Bavarian Inn*

*Sponsored by R.W. Baird*

Tired of talking about work? Personnel issues got you down? Make sure you make it to this year's Opening Night Reception, sponsored by RW Baird. Our theme this year: Oktoberfest in January! Come on down for the Bavarian Inn's beer tasting experience! Enjoy the company of your colleagues without talking about boring manager stuff! This is specifically intended to be a fun, non-stuffy event. So, bring your leiderholzen, have some fun Tuesday night and, hopefully, make it to the Wednesday morning session!

# Wednesday, January 24

**7:30 am – 4:00 pm**      **Registration**  
*Lower Level of Conference Center*

**7:30 am – Noon & 1:00 – 3:30 pm**  
**Break Area Open**  
*Altmuehl Room*  
*Sponsored by ICMA-RC*  
Morning coffee and afternoon soft drinks and snacks sponsored by ICMA Retirement Corporation. A representative of ICMA-RC will be available to provide individualized computer benefit illustrations, information about current investment strategy, retirement programs and ICMA-RC's investment management programs.

**8:00 am – 3:30 pm**      **Cyber Center**  
*Mozart Room*  
*Sponsored by Michigan Municipal League*  
Demonstration of new on-line wage & salary survey plus more!

**9:00 am**                      **Welcoming and Opening Remarks**  
*Composers Room*

Presiding: Randall Byrne, President, MLGMA;  
City Manager, Grand Blanc

Welcome: Mayor Gary Rupprecht, Frankenmuth

**9:15 – 11:45 am**      **Keynote General Session**  
*Composers Room*  
**What Strengths will Managers of the 21st Century Need?**

Emerging trends will rattle the nation and visit us at the local level in a fairly dramatic way. The economics of energy and environmental responsibility, the social consequences of the dramatic separation of income groups, and the forced realignment of the United States' role on the world stage will all confront historic "certainties." The ability to remain non-partisan and demonstrate the courage and wisdom to frame complex issues for policy makers and communities will define the leaders among managers. Our capacity to adapt will be strained especially when the stakes are high, the proper response is immediate, scenario planning is an imperative and skills will be invented from a solid base of knowledge, experience, adaptability and courage.

Speakers: Bob O'Neill, Executive Director, ICMA  
Felicia Logan, ICMA Director of Leadership Development

Moderator: Randall Byrne, President, MLGMA;  
City Manager, Grand Blanc  
*CC6: Initiative, Risk Taking, Vision, Creativity, and Innovation a component of strategic leadership*

**12:00 – 1:30 pm**      **Awards Luncheon**  
*Composers Room*

**1:45 – 3:15 pm**      **Concurrent Sessions**

**A.      Emerging Technology Trends and Tools  
in a Flat World**

*Mosel/Rhine River Room*

The Internet's population continues to grow and web technologies have integrated themselves into the American way of life. Communication has drastically changed and expectations have created an "information now" mentality. How does this affect your communication strategies within your municipal offices and to your community? This session will discuss Internet trends, such as statistics, uses, and online life. We will also look at communication buzzword technologies such as podcasting, blogs, RSS Feeds, and other content-creating applications.

Speaker: Rob Ferrari, Director of IT/Operations, MML

Moderator: Jack Duso, Assistant City Manager, Midland

*CC7: Technological Literacy*

**B.      360 Review**

*Danube River Room*

**What's the next step in your professional development?**

Learn about the latest leadership development opportunities from ICMA. Whether you are researching your first job or thinking about the legacy you hope to leave, this session will let you explore the next steps in your professional development. A conversation that will provide you with an update on the credentialing program and information on the 360 requirement as well as programs to prepare the next generation of managers will be had and an introduction of the ICMA Legacy Leaders program.

Speakers: Bob O'Neill, Executive Director, ICMA

Felicia Logan, ICMA Director of Leadership Development

Moderator: Frank Walsh, City Manager, St. Joseph

### **C. Transition from Smaller to Larger Communities**

#### *Lorelei Lounge*

Thinking about making a move? Looking to transition from a smaller community to a larger one and you'd like to know what to expect? A speaker and panel will discuss dealing with transition issues. The emphasis will be on what managers should expect in transition from staff, council and the public; what expectations of the new manager are from the community; how a transition can be made smooth for all parties; what are normally the top priorities for a new manager; and what a manager can do to best encourage a good start in a community.

Speaker: Terry Hofmeyer, Supervisor, Laketown Township

Panelists: Tom Striffler, Council President, Caro

Paul Brake, Assistant Manager, Meridian Charter Township

Mike Hughes, City Manager, Sturgis

Moderator: Don Beavers, Village Manager, Caro

**3:30 – 5:00 pm**

### **Concurrent Sessions**

### **A. Emergency Management Training/NIMS**

#### *Mosell/Rhine River Room*

Are you certified in the National Incident Management System? If not, you probably should be. This session builds on the 2006 Winter Institute's "Emergency Management 101" session held in Kalamazoo, and this time you can come away with your National Incident Management System IS 700, IS 800, IS 100 or IS 200 Certification, putting your jurisdiction on the path to compliance with State and Federal funding eligibility criteria. Bill Smith, Ottawa County Emergency Management Director, will offer instruction and will then administer and collect official NIMS tests. During this session you will likely have time for just one certification, however, the speaker will provide you with the knowledge and motivation to pursue the balance of the certification on your own via independent study. You will receive your formal certification back at your city, village, town or county hall/building in a couple of weeks.

Speaker: Bill Smith, Ottawa County Emergency Management Director

Moderator: Pat McGinnis, City Manager, Grand Haven

*CC3: Functional/Operational Expertise & Planning*

**B. Outtakes: Managers are People too**

*Lorelei Lounge*

You've seen the professional side of your fellow managers. Now come get to know them on a personal level, too. This is a new twist on an old idea of "getting to know you." Several members of the winter institute committee will be leading a discussion on hobbies and other special interests they do when they have free time. Networking isn't just for your career anymore.

Panelists: Chris Wren, Assistant City Manager, Fenton  
Dale Martin, City Manager, Linden  
Don Beavers, Village Manager, Caro

Moderator: Dale Martin, City Manager, Linden  
*CC14: Advocacy & Interpersonal Communication*

**C. ICMA-RC Sitting Pretty on a Three Legged Stool:  
Twelve Questions to Answer in Your Retirement Plan**

*Danube River Room*

As we get closer to retirement, we start making decisions, both personal and financial, that will have consequences for the rest of our lives. The "three legged stool" image has long been used to describe the ideal to be sought, a balanced retirement income plan: pension, Social Security, and investments. Now, with concern about Social Security's future, challenges to the traditional pension plans and an always problematic investing environment, is a plan based on the traditional three legged stool image still viable or are we entering a new era with its own developing challenges? What are the issues that tomorrow's retiree must consider as they ready themselves for retirement?

Speaker: Gordon Tiffany, CFP, Director Financial and Retirement Education

Moderator: Ryan Cotton, Village Manager, Spring Lake  
*CC12: Human Resources Management*

**Evening Activities**

**Past Presidents' Dinner  
Dinner on your own**

# Thursday, January 25

**7:30 am – 4:00 pm**      **Registration**  
*Lower Level of Conference Center*

**7:30 am – Noon & 1:00 – 3:30 pm**  
**Break Area Open**  
*Altmuehl Room*  
*Sponsored by ICMA-RC*  
Morning coffee and afternoon soft drinks and snacks sponsored by ICMA Retirement Corporation. A representative of ICMA-RC will be available to provide individualized computer benefit illustrations, information about current investment strategy, retirement programs and ICMA-RC's investment management programs.

**8:00 am – 3:30 pm**      **Cyber Center**  
*Mozart Room*  
*Sponsored by Michigan Municipal League*

**9:15 – 10:30 am**      **General Session, Part A:**  
**New Agenda for a New Michigan**  
*Composers Room*

Speaker: Lou Glazer, President of Michigan Future, Inc.

Moderator: Peter Auger, City Manager, Davison

**10:45 – Noon**      **General Session, Part B: Using the Kolbe System to Reach Peak Team Effectiveness**  
*Composers Room*  
Most organizations use a cognitive approach to hiring new team members and focus on education, experience, and training. When filling a vacancy for a high level position where the potential damage from a poor fit is high, tools to measure effective traits such as attitudes, preferences, and motivation are used. An approach that is rapidly experiencing higher utilization is measuring cognitive or instinctual traits, through the Kolbe System. The Kolbe System is being used by local government and many other types of organizations to maximize individual performance, match people to the right jobs, and design high performance leadership teams, work teams and project teams. The Kolbe System is seen as the next generation for driving up performance and productivity.

Speakers: Al Vanderberg, County Administrator, Ottawa County  
Mari Martin, President, Performance Strategies Group Inc.  
Chris Martin, Vice President, Performance Strategies Group Inc.

Moderator: Al Vanderberg, County Administrator, Ottawa County  
*CC1: Staff Effectiveness CC5: Quality Assurance*

12:15 – 1:45 pm

**General Luncheon & Annual Business Meeting  
Presentation of ICMA Distinguished Service Award**

Composers Room

Back by popular demand! Tim speaks *Really Off the Record* with an insider's look at the new year in Lansing.

Speaker: Tim Skubick, Senior Capitol Correspondent

Presiding: Randall Byrne, President, MLGMA;  
City Manager, Grand Blanc

*CC14: Advocacy and Interpersonal Communication*

*CC16: Media Relations*

2:00 – 3:30 pm

**Concurrent Sessions**

**A. L.P. Cookingham's 23 Guidelines for City Managers**

*Mosel/Rhine River Room*

Richard Haberman, City Manager of Clawson, holds the same post once held by venerable Manager L.P. Cookingham. Work with Richard and other Michigan manager's to review Cookingham's 23 Guideposts and help refine, enhance and advance these time-honored gems to the 21st Century.

Speaker: Richard E. Haberman, City Manager, Clawson

Moderator: Pat McGinnis, City Manager, Grand Haven

*CC17: Integrity*

**B. Threats to the Council/Manager Plan**

*Danube River Room*

A panel of speakers who have dealt with the Council/Manager Plan and ballot issues on various levels will be discussing these disturbing trends and answering any questions you may have.

Panelists: Bob O'Neill, Executive Director, ICMA

Tim Vagle, Former City Manager, Hillsdale

Joyce Parker, City Manager, Inkster

Moderator: Randall Byrne, President, MLGMA;  
City Manager, Grand Blanc

**C. Executive Searches**

*Lorelei Lounge*

Speaker: Steve Bernard, PAR Group;  
Former City Manager, Grand Rapids

Moderator: Jack Duso, Assistant City Manager, Midland

*CC1: Staff Effectiveness*

*CC12: Human Resources Management*

3:45 – 5:00 pm

**Concurrent Sessions**

**A. Credentialing Opportunities (U of M Dearborn/MLGMA credentialing program)**

*Mosel/Rhine River Room*

The MLGMA, in partnership with the MML and the University of Michigan-Dearborn, is developing a suite of internet-based courses to provide a comprehensive professional development learning experience.

Using the University of Michigan's VLT (Virtual Learning Technology) courseware, the online courses and requirements are derived from ICMA's 18 core competencies. Whether you are seeking your ICMA Credentialed Manager or not, the on-line courses will complement your lifelong learning goals. This session will introduce you to the program and provide more information on the program's launch.

Speakers: Brian Murphy, Assistant City Manager, Troy  
Seth Hirshorn, MPA Director, University of Michigan - Dearborn

Pamela Antil, Assistant City Manager, Novi

Moderator: Brian Murphy, Assistant City Manager, Troy

**B. Public Art Displays**

*Danube River Room*

This session will feature Michigan communities who have used public art displays as a form of tourism. As competition grows in Michigan for the tourism dollars, many communities have spun off the "Chicago Cows" and the "Cincinnati Pigs."

You will leave this session with all the tools you will need to start a public art display program in your community.

Speakers: Frank Walsh, City Manager, St. Joseph

And other Michigan communities that have worked with public art displays.

Moderator: Erik Wilson, City Manager, Plainwell

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

**C. Deal or No Deal: A Career as a Local Manager**

*Lorelei Lounge*

A Roundtable format to answer and address several questions that have been posed by university professors. This will also give students a chance to get their questions answered by members of the profession.

Speakers: Roundtables to include students, managers and university representatives

Moderator: Dale Martin, City Manager, Linden

**5:00 – 8:30 pm**

**Vendors' Reception**

*Black Forest Brew Haus*

Browse products and services from a variety of firms offering services to local government. Beverages, heavy hors d'oeuvres and conversation will be plentiful.



Thank you to all the vendors who participated in the vendor reception at the Black Forest Brew Haus

# Friday, January 26

**8:00 – 9:00 am**

## **Legislative Update Breakfast**

*Composers Room*

MML legislative staff will present an update on local government issues being addressed in Lansing and Washington, DC.

Speakers: Arnold Weinfeld, Director of Public Policy and Federal Affairs, MML

Joe Fivas, Assistant Director of State Affairs, MML

Moderator: Randall Byrne, President, MLGMA;  
City Manager, Grand Blanc

*CC14: Advocacy & Interpersonal Communication*

**9:15 – 10:45 am**

## **Homefront: The Role of Local Government In Support of Reserve/National Guard Deployments**

*Composers Room*

LTC Paul Rogers of the Michigan Army National Guard will talk about the role of local communities supporting the military and its families during overseas deployments, as well as relate his recent experience as a battalion commander in Iraq.

Speaker: LTC Paul Rogers, Michigan Army National Guard

Moderator: Dale Martin, City Manager, Linden

**10:45 am**

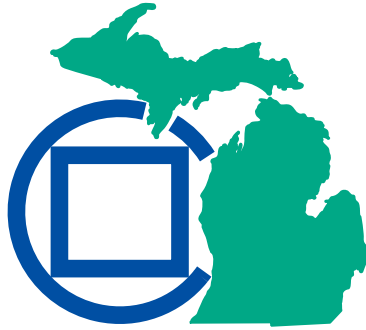
## **Adjournment**

**11:00 – 1:00 pm**

## **MLGMA Board Meeting (Includes lunch)**

*Mozart Room*





Michigan Local Government  
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