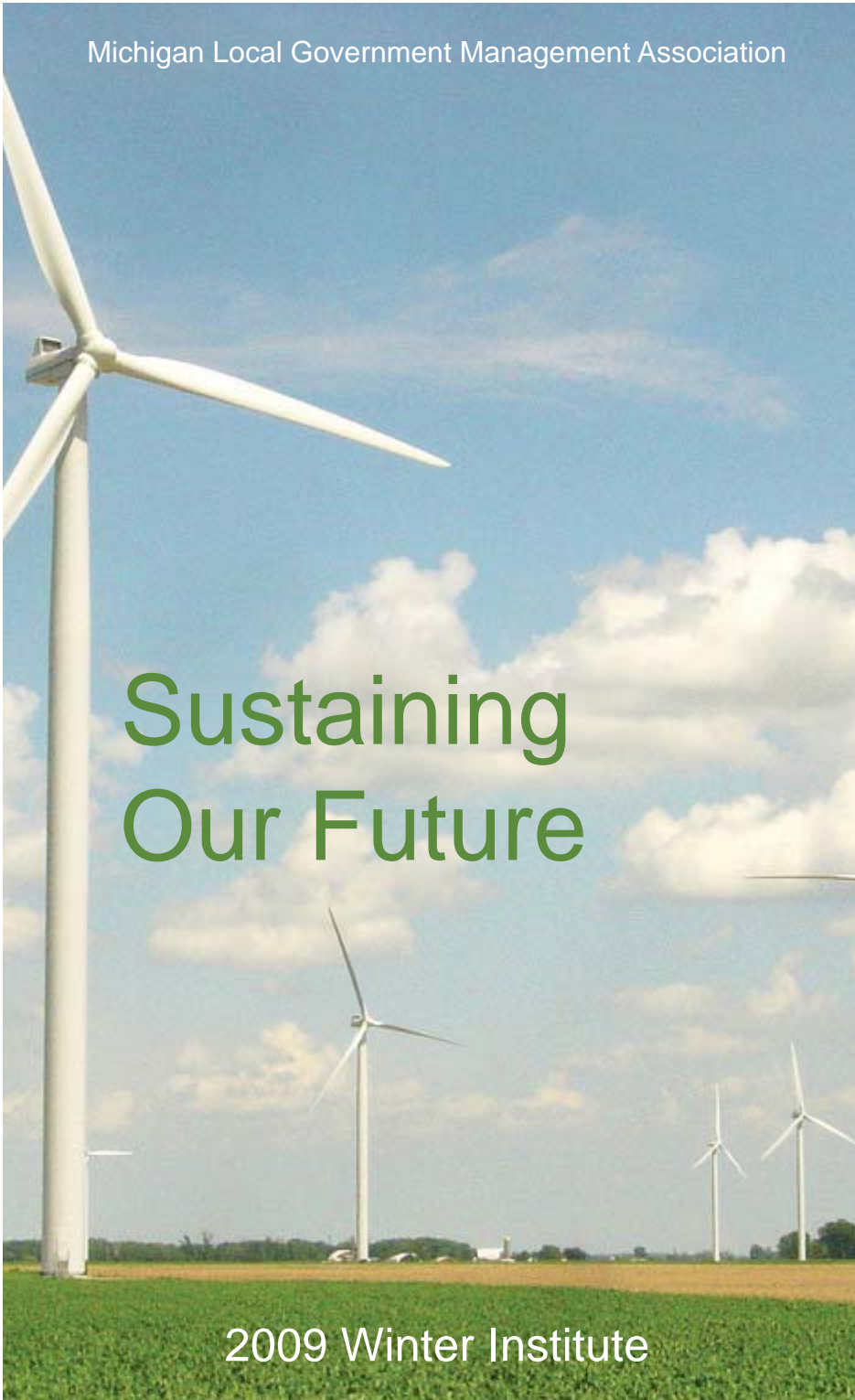


Michigan Local Government Management Association

# Sustaining Our Future

2009 Winter Institute





# Sustaining Our Future

Dear Managers:

Our annual opportunity for personal and professional renewal is coming soon. The Winter Institute, February 3-6, will provide numerous ways for each of you to interact with your friends and colleagues, to learn something new that may benefit you and your community, to be challenged in your thinking, to laugh a bit, relax and refresh. The Winter Institute Planning Committee, listed below, has worked hard to assemble a program that provides you those opportunities.

Please review the enclosed agenda and you will find a variety of topics covering many of the issues current for public management. Timely is the pre-conference session on emergency preparedness. There will also be a breakout session on Wednesday on the same general topic.

Wednesday morning expect to be awakened by John Bacon, an author, speaker and college professor with unique and humorous insights into the personality and management style of Bo Schembechler. Also on Wednesday, Jim Keene, city manager and former CEO of the Alliance for Innovation will focus on issues of sustainability. In the afternoon, you will also find sessions on using the web, consolidating services, and alternative energy.

On Thursday we'll explore what the future holds, what the State Legislature is doing to make our lives easier, how ethics factors into our business, what we're bargaining for with the unions, how to keep the sewers flowing and how to keep students interested in the profession. Whew! After all that, we get to clear our minds as we listen to the vendors ply their wares.

With your breakfast on Friday morning, our wonderful League capital staff will provide their annual update on Capital happenings. Then, you will be left with something relatively new to think about: the use of coaching and mentoring as a management tool.

The venue is great and the conference attendees are always entertaining. Come join us in February. We look forward to seeing you!

Sincerely,

Roger Fraser, City Administrator, City of Ann Arbor  
Winter Institute Chair

Winter Institute Planning Committee:

Christine Burns, City of Cedar Springs

Todd Campbell, City of Saline

Ken Krombeen, City of Grandville

April McGrath, City of Ypsilanti

Michael Mitchell, City of Hillsdale

Arthur Shufflebarger, Village of Milford

Mark Wollenweber, City of Grosse Pointe Woods

James Wonacott, Village of Blissfield

Eric Zuzga, Village of Quincy

# Tuesday, February 3

8:00 am–8:00 pm

## Registration

*Prefunction A*

9:00 am–4:00 pm

## Pre-Conference Workshop

*Salon I & II*

### **Senior Officials Workshop: For All Hazards Preparedness**

This six hour seminar brings together a multi-discipline, multi-jurisdictional group of emergency responder managers, elected and senior officials, and other stakeholders from cities, counties, and regions. It is ideal for reviewing lessons learned from past exercises, identifying gaps in current plans, and improving the teamwork of the response managers. It includes a short disaster incident scenario in the jurisdiction(s) as the catalyst to generate discussion of policy and emergency operations center activities required to support the incident commander's and state and federal government requirements related to an all-hazard incident response.

**Sponsored by Dept. of Homeland Security/Federal Emergency Management Agency**

Speakers: Richard Comley, Director, Executive Programs, National Emergency Response and Rescue Training Center  
Sam Gonzales, Retired Police Chief, Oklahoma City, Oklahoma

Moderator: Arthur Shufflebarger, Village Manager, Milford  
*CC3: Functional and Operational Expertise and Planning*

8:30 pm–Midnight

## Kick off your Shoes Mixer

*Elizabeth Ann Ballroom*

Tired of talking about work? Personnel issues got you down? Make sure you make it to this year's opening night reception, sponsored by R.W. Baird. Enjoy the company of your colleagues without talking about boring manager stuff! This is specifically intended to be a fun, non-stuffy event. So, come have some fun Tuesday night!

***Sponsored by R.W. Baird***

# Wednesday, February 4

7:30 am–4:00 pm      **Registration**  
*Prefunction A*

7:30 am–Noon & 1:00–3:30 pm  
**Break Area Open**  
*Salon V*  
Morning coffee and afternoon soft drinks and snacks sponsored by ICMA Retirement Corporation. Representatives 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.  
**Sponsored by ICMA-RC**

9:00 am                      **Welcoming and Opening Remarks**  
*Salon I,II,III*  
Presiding: Edward Koryzno, City Manager, Ypsilanti; President, MLGMA  
Welcome: Mayor Paul Schreiber, Ypsilanti

9:15–10:15 am              **Leading in Tough Times, from *Bo's Lasting Lessons***  
*Salon I,II,III*  
John will be providing lessons and telling stories from *Bo's Lasting Lessons: The Legendary Coach Teaches the Timeless Fundamentals of Leadership*, which he coauthored with the late Bo Schembechler. A New York Times and Wall Street Journal Business Best Seller, it has received excellent reviews from the sports and business press. In it, Bo explains the specific principles he relied on to achieve his unqualified success—the right way—and how to apply them to your role as a leader, especially during tough times.  
**Sponsored in part by Clark Hill; Wade Trim**  
Speaker: John U. Bacon, Author  
Moderator: Roger Fraser, City Administrator, Ann Arbor  
*CCI: Staff Effectiveness*

10:30–11:45 am              **Metamorphosis: Sustainability and the American Dream**  
*Salon I,II,III*  
ICMA has called Sustainability “The issue of our age.” This session explores the interdependence that, for better or worse, shapes our world; the urgency of our challenges and why now is the best time for action; the leadership

requirement for city managers; and what you can (must) do. The American Dream is over. Our jobs as city managers are nothing less than helping reshape or re-invent the American Dream . . . sustainably.

**Sponsored in part by Rowe Engineering Incorporated**

Speakers: James Keene, City Manager, Palo Alto, California  
Susan Benton, Research/Development and Strategic Partners Executive, ICMA

Moderator: Roger Fraser, City Administrator, Ann Arbor

**12:00–1:30 pm Awards Luncheon & Greetings from ICMA**

*Salon IV & VI*

This session is a brief update from ICMA on information related to upcoming professional development opportunities, the ICMA Strategic Plan, ICMA's response to our current economic conditions, membership recruitment and retention, and the ICMA Fund for Professional Management. As a member-driven organization, ICMA is only as strong as our knowledge of, and involvement and participation in, association activities.

Speakers: Darnell Earley, City Manager, Saginaw; President-Elect, ICMA  
Cheryl Hilvert, Regional Vice President, ICMA

Moderator: Edward Koryzno, City Manager, Ypsilanti; President, MLGMA

**1:45–3:15 pm Concurrent Sessions**

**A. A Perspective on Readiness**

*Auditorium 2*

This presentation will include discussions on the roles, responsibilities and preparedness challenges facing senior community leaders. It will cover existing domestic preparedness resources and how to leverage them for community benefit. It will also address executive-level incident response and recovery considerations to include medical/public health; situational appraisal; incident management; media relations; recovery and restoration processes; and business/economic recovery considerations.

Speakers: Richard Comley, Director, Executive Programs, National Emergency Response and Rescue Training Center – NERRTC Texas Engineering Extension Service – TEEX  
Sam Gonzales, Retired Police Chief, Oklahoma City, Oklahoma

Moderator: Arthur Shufflebarger, Village Manager, Milford  
*CC3: Functional and Operational Expertise and Planning*

## **B. Sewer Improvement Funding & Technology**

### *Salon II & III*

Does it seem like new requirements are leading to huge expenditures for your sewer system and you'd like some help covering those expenditures? This session will discuss a new analysis technology that can give you the information you need to eliminate conservative assumptions often made by engineers that can lead to millions in unneeded improvements. The use of this technology can result in significant savings on your sewer upgrades. \$550 million in low interest State Revolving Funds (SRF) were made available to address sewer improvements this year. Eligible projects, items for reimbursement, the three parts of the application process, including the background and timing requirements for a project plan, and when and how the low interest loan is paid will all be discussed.

Speakers: Vyto Kaunelis, Director, Environmental Water and Resources Group, Orchard, Hiltz & McCliment  
Scott Lockwood, Senior Project Engineer, Anderson, Eckstein and Westrick, Inc.

Moderator: Todd Campbell, City Manager, Saline  
*CC3: Functional and Operational Expertise and Planning*

## **C. Continued Discussion on Sustainability and the American Dream**

### *Auditorium 1*

In this follow-up session to his keynote address, speaker James Keene will facilitate a conversation and dialogue among managers about the challenges of leading on sustainability and an exchange of ideas and initiatives that can transform our communities. Join us for a lively and provocative discussion.

Speaker: James Keene, City Manager, Palo Alto, California

Moderator: Roger Fraser, City Administrator, Ann Arbor

**3:30–5:00 pm**

## **Concurrent Sessions**

### **A. Using Web 2.0 Technologies for Community Communications**

#### *Auditorium 2*

Throughout the world, organizations and individuals alike are utilizing unique and effective ways to communicate

using Web 2.0 technologies. These methods are evolving the Internet into a rich “point, click and participate” environment which will attract the attention of your citizens and encourage greater involvement in your community. In this session we’ll discuss Web 2.0 basics and how to fundamentally implement a comprehensive communication strategy utilizing all the Web 2.0 technologies that are available.

Speaker: Robert Ferrari, Director, IT/Operations, Michigan Municipal League

Moderator: Eric Zuzga, Village Manager, Quincy  
*CC 7: Technological Literacy*

## **B. Government Service Consolidation—Current Trends, Financial Realities and Practical Success Stories**

### *Salon II & III*

This session will provide insight regarding the current trends in collaboration and consolidation. It will address the current financial realities for Michigan local governments and address how to make consolidation efforts successful. The focus will be on advice and counsel to those interested in finding out “how to pull something of this nature off in their community.” Come listen to community administrators and elected officials speak about how to identify potential consolidation efforts and enlist community stakeholders to discuss and move forward with a consolidation effort. Successful consolidations in the areas of fire, police and dispatch services will be discussed in detail.

Speakers: Christine Andrysiak, Consulting Manager, Plante & Moran, PLLC

Craig Frankland, Consultant, Plante & Moran, PLLC

Larry Lane, Retired Fire Chief, Brighton Area Fire Dept.

Kate Lawrence, Mayor, Brighton; Board Member, Brighton Area Fire Dept.

Monica Lesnau, Mayor Pro Tem, Walled Lake

John Magee, President, Wolverine Lake

Sharon Miller, Administrator, Wolverine Lake

Paul Rogers, Retired Director, Eaton County Central

Dispatch

Moderator: Christine Andrysiak, Consulting Manager, Plante & Moran, PLLC

*CC8: Democratic Advocacy and Citizen Participation*

**C. How Current Legislation Affects Renewable Energy in Michigan**

*Auditorium 1*

Speaker: Larry Kaufman, Energy Expert, DTE Energy

Moderator: April McGrath, Director of Administrative Services, Ypsilanti

5:00 pm

**Consumers Energy Rate Increases – What You Can Do**

*Salon I*

Last year, Wyoming, Grand Rapids, the League's Legal Defense Fund, the Michigan Townships Association (MTA) and other communities intervened at the Michigan Public Services Commission (MPSC) in a Consumers Energy (CE) rate increase case and achieved a significant reduction in the proposed pumping rate increase. CE has filed another rate case at the MPSC which will potentially be much more costly. The communities, League and MTA have again intervened. This special informational meeting will provide answers to the status of the case and is designed to encourage more municipalities to join in the intervention. Our collective effort is needed!

Discussion Leaders: Rick Coy, Member, Clark Hill PLC  
Eric DeLong, Deputy City Manager, Grand Rapids  
Lynn Markland, City Manager, Fenton

Evening Activities

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

# Thursday, February 5

7:30 am–4:00 pm

**Registration**

*Prefunction A*

7:30 am–Noon & 1:00pm–3:30 pm

**Break Area Open**

*Salon V*

Morning coffee and afternoon soft drinks and snacks sponsored by ICMA Retirement Corporation. Representatives 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.

**Sponsored by ICMA-RC**

9:15–11:30 am

**General Session:  
The Future: It's a Journey, Not a Destination**

*Salon I,II,III*

Join futurist Ed Barlow on an exploration of these interesting times and what may lie ahead. Consider the areas of structural change that assist in defining and engaging our future reality. Participate with your colleagues for an insightful and thought-provoking session.

**Sponsored in part by: Miller Canfield Paddock & Stone, PLC; Plante & Moran PLLC**

Speaker: Ed Barlow, Futurist, Creating the Future

Moderator: Arthur Shufflebarger, Village Manager, Milford

Noon–1:45 pm

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

*Salon IV & VI*

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: Edward Koryzno, City Manager, Ypsilanti; President, MLGMA

*CC 14: Advocacy and Interpersonal Communication; CC 16: Media Relations*

2:00–3:00 pm

**General Session:  
Ethics in City Hall: Case Studies for Discussion  
and Analysis**

*Salon I,II,III*

This session will cover a few fundamental principles of ethical conduct by public officials. It will include a discussion of two in-depth case studies concerning real people and real events that presented ethical and other challenges to public managers.

Speakers: James Leidlein, City Manager, Harper Woods

Daryl Delabbio, County Administrator/Controller, Kent County

Mark Wollenweber, City Manager, Grosse Pointe Woods

Moderator: James Wonacott, Village Administrator, Blissfield

*CC17: Integrity*

3:15-4:15 pm

**Concurrent Sessions:**

**A. Advanced Competencies for the Local Government Manager**

*Auditorium 1*

Participate with colleagues in a guided interactive discussion as to the next generation of knowledge, skill and ability the local government manager will require in these unprecedented times. This discussion will be an extension of the AM keynote.

Speaker: Ed Barlow, Futurist, Creating the Future

Moderator: Arthur Shufflebarger, Village Manager, Milford

**B. Current Trends in Bargaining**

*Salon II & III*

Hear from a health care consultant about what you should be bargaining for in potential health care cost reductions. Find out from two labor attorneys as to the success in bargaining changes and finally from a noted arbitrator as to his perspective in making awards to these kinds of changes requested by management.

Speakers: Dennis DuBay, Attorney, Keller Thoma

Craig Lange, Attorney, Roumell Lange & Cholack PLC

Mark Manquen, Founder and President, Cornerstone Municipal Advisory Group

George Roumell, Attorney, Roumell Lange & Cholack PLC

Moderator: April McGrath, Director of Administrative Services, Ypsilanti

**C. Student Session**

*Auditorium 2*

Students are encouraged to attend this session to hear how others found their career path in local government. A panel discussion will discuss finding internships, best practices in job hunting, and advice for students searching for internships and jobs in local government. Get a chance to ask young professionals and seasoned local government officials questions about your future career goals. This is a must see for students seeking a career in local government.

Speakers: Matt Baumgarten, 2008 MLGMA Fellowship Recipient

Robert Bruner, City Manager, Ferndale

Patrick McGinnis, City Manager, Grand Haven

Moderator: Christine Burns, City Manager, Cedar Springs

*CC4: Citizen Service*

4:00-7:30 pm

**Vendors' Reception**

*Elizabeth Ann Ballroom*

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!

# Friday, February 6

- 8:00–9:00 am**      **Legislative Update Breakfast**  
*Salon IV & VI*  
League legislative staff will present an update on local government issues being addressed in Lansing and Washington, D.C.
- Speakers: Samantha Jones Harkins, Legislative Associate, State Affairs, Michigan Municipal League  
Arnold Weinfeld, Director, Federal Affairs and Public Policy, Michigan Municipal League
- Moderator: Edward Koryzno, City Manager, Ypsilanti; President, MLGMA  
*CC14: Advocacy & Interpersonal Communication*
- 9:15–10:45 am**      **Building and Sustaining Outstanding Talent – Best Practices for Local Government**  
*Salon IV & VI*  
This session will include examples from California and Florida and a quick coaching experience for attendees to enjoy the value that coaching delivers.  
**Sponsored in part by Anderson Eckstein and Westrick, Inc.; Raymond James Associates, Inc.**
- Speaker: Don Maruska, Master Certified Coach; Director, Cal-ICMA Coaching Program
- Moderator: Mark Wollenweber, City Manager, Grosse Pointe Woods  
*CC2: Policy Facilitation*
- 10:45 am-Noon**      **Developing a MLGMA Coaching Program – Key Factors for Success**  
*Salon IV & VI*  
This session will discuss the key factors for success; interest among leaders and participants in developing a MLGMA Coaching Program; and next steps.
- Speaker: Don Maruska, Master Certified Coach; Director, Cal-ICMA Coaching Program
- Moderator: Mark Wollenweber, City Manager, Grosse Pointe Woods  
*CC2: Policy Facilitation*
- Noon**      **Adjournment**
- Noon–2:00 pm**      **MLGMA Board Meeting (Includes lunch)**  
*Boardroom*





