

ILCMA 2016 | WINTER CONFERENCE

Marriott • Normal, IL

GOING BEYOND NORMAL

Evolution in Government

FEB

3RD-5TH

2016

REGISTER BY JANUARY 29

TENTATIVE SCHEDULE

WEDNESDAY, FEBRUARY 3

NOON

Registration Open

1:00 ~ 4:00 P.M.

Exhibitor set-up

1:00 ~ 4:00 P.M.

ICMA RC Appointments

2:00 ~ 4:30 P.M.

Pre-Conference Session:
**Next Big Things: What Does it Mean
for my Community?**

*Karen Thoreson, President, Alliance
for Innovation*

6:30 ~ 7:00 P.M.

**Welcome First Time Attendees,
Scholarship Winners, & New to the
Profession**

7:00 ~ 9:00 P.M.

**Welcome Reception hosted by
Downstate/SWICMA**

THURSDAY, FEBRUARY 4

6:45 ~ 7:30 A.M.

Yoga

7:00 ~ 7:45 A.M.

Financial Planning - Wellness

7:30 ~ 9:00 A.M.

Breakfast

8:00 ~ 8:50 A.M.

Tales from the Range

9:00 A.M. ~ 4:00 P.M.

ICMA RC Appointments

10:30 A.M. ~ 4:00 P.M.

Resume Reviews/Mock Interviews

9:00 ~ 10:15 A.M.

Welcome/Introductions

Opening Keynote - Patrick Ibarra

Best Practices: The Enemy of Innovation

10:15 ~ 10:30 A.M.

Break & Exhibit Hall Open

10:30 ~ 11:45 A.M.

Concurrent Sessions

Session 1: The Next Government Workforce

Session 2: Good Deal/Bad Deal

11:45 A.M. ~ 1:30 P.M.

Lunch & Keynote

Luncheon Keynote and Legislative Update

Brad Cole, Executive Director, Illinois

Municipal League and Joe McCoy,

Legislative Director, Illinois Municipal League

1:30 ~ 2:45 P.M.

Concurrent Sessions

*Session 1: Emergency Response Beyond
Police and Fire*

*Session 2: What Do Managers Need to
Know About Municipal Bonds?*

2:45 ~ 3:00 P.M.

Break & Exhibit Hall Open

3:00 ~ 4:15 P.M.

Concurrent Sessions

*Session 1: Rapid Round Table: The Quick
Dish on Management Questions – sponsored
by The Legacy Project*

Session 2: E-Hostility

4:30 ~ 5:30 P.M.

Q & A for Aspiring Managers

6:00 ~ 8:30 P.M.

Dinner at Hancock Stadium Club, ISU

*Special Keynote Speaker: Brock Spack,
Head Football Coach, ISU*

8:30 ~ 11:30 P.M.

IAMMA Social

FRIDAY, FEBRUARY 5

6:45 A.M.

ILCMA 5K Run/1.5M Walk

8:00 ~ 9:00 A.M.

Breakfast

9:00 ~ 11:00 A.M.

ICMA RC Appointments

9:00 ~ 10:15 A.M.

Concurrent Sessions

*Session 1: Employment and Labor Law
Hot Topics*

Session 2: Community Branding Initiatives

10:30 ~ NOON

Closing Keynote - Jim Mathis

Reinvention Made Easy

Book Signing

Raffle for Be the Match



ilcma.org

SAVE THE DATE

ILCMA/WCMA SUMMER CONFERENCE

JUNE 22 - 24

2016

THE ABBEY FONTANA ON LAKE GENEVA, WI

WEDNESDAY, FEBRUARY 3

2:00 – 4:30 P.M.

PRE-CONFERENCE WORKSHOP

Next Big Things: What Does it Mean for My Community?

What might our cities and counties look like in 2036? The Alliance for Innovation Board of Directors set out on a journey to discover the "Next Big Things" facing local governments. We challenged ourselves to look beyond the horizon and imagine what our cities and counties might look like one generation from now. In September 2015 the Alliance launched "Next Big Things."

Pre-Conference Session Registration
Cost: \$75

Speakers: Karen Thoreson, President, Alliance for Innovation; Greg Stopka, Midwest Region Director, Alliance for Innovation

In this session, Karen Thoreson, President of the Alliance for Innovation, will take you back to think about what has changed over the last twenty years and challenge you to think ahead to be a future ready community. This will include an overview of the four forces and trends that should be on your radar. If time allows, we will break into groups and conduct a "Big Sort", looking at your community's vulnerabilities and where you might need to focus.

Addresses ICMA Practice Area 6 (Initiative, Risk Taking, Vision, Creativity and Innovation),

THURSDAY, FEBRUARY 4

7:00 – 7:45 A.M.

Financial Planning - Wellness

Financial planning is about wisely managing your overall finances so you meet your goals and minimize pitfalls. From savings goals to investing to credit and debt to insurance to estate planning, financial planning helps you tie it all together. David Park integrates the "wholistic" approach into retirement planning review.

Speaker: David Park, ICMA RC

Addresses ICMA Practice Area: 18 (Personal Development)

8:00 – 8:50 A.M.

Tales from the Range

The ILCMA/ICMA Senior Advisors will be available to discuss what's happening in the field of local government management. Come share your stories, frustrations, and solutions to problems that others are facing. This is a time to set aside for camaraderie with colleagues.

Speakers: ILCMA/ ICMA Senior Advisors

Addresses ICMA Practice Area: 18 (Personal Development)

9:00 – 10:15 A.M.

Opening Keynote Speaker: Patrick Ibarra

Best Practices: The Enemy of Innovation



The problem with best practices is that they often merely masquerade as innovation. In the wrong hands, they become a shield to deflect critics, as though one can expect to be granted management immunity by proclaiming the use of supposedly tried-and-proven solutions. But a cut-and-paste approach to better government is emblematic of status-quo thinking, the "we've-always-done-it-that-way" mindset that serves as a powerful deterrent to meaningful change. This session shows how progressive government leaders are taking a sharp pivot away from best practices and toward "next practices" in their efforts to build stronger, more effective organizations.

Addresses ICMA Practice Areas: 1 (Staff Effectiveness), 2 (Policy Facilitation), and 6 (Initiative, Risk Taking, Vision, Creativity and Innovation)

10:15 – 10:30 A.M.

Break and Exhibit Hall Open

10:30 – 11:45 A.M.

CONCURRENT SESSIONS

Session 1: The Next Government Workforce

Historically, government at all levels has relied on decent pay, generous benefits and stable employment to attract workers. As a result of the economic downturn, each of these attractions has been significantly diminished, leaving public leaders scrambling. Combined with other factors including the political pressure to be leaner and

more efficient to the expansion of interest in work-life balance programs to the explosion of social media, the impact is that for government to build its 21st-century workforce, old models must be discarded in favor of "next practices"—contemporary, progressive, and practical strategies and tools to attract, retain and optimize talent. This session focuses on four practical approaches government leaders should embrace to translate the headwinds of disruptive change into a tailwind.

Speaker: Patrick Ibarra, The Mejorado Group

Addresses ICMA Practice Areas: 1 (Staff Effectiveness) and 3 (Functional and Operational Expertise and Planning) and 12 (Human Resources Management)

Session 2: Good Deal/Bad Deal

This session will discuss developer incentives and pressure faced by municipalities to offer assistance, a situation often aggravated when communities are pitted against each other in an incentive tug-of-war. Presenters will discuss how to evaluate a development proposal to determine the validity of an incentive request and how to sell a good deal to elected officials and the public who may oppose incentives. This presentation will also address how to say no if the deal is not in the municipality's best interest, and how to rein in the expectations of elected officials, and the public who view the negative response as "a loss" for the community.

Learning Objectives:

1. Provide resources to assist you in determining if a developer's incentive request is warranted.
2. Hear about strategies for enlisting the support of elected officials, residents, and the business community for public participation in good projects.
3. Learn about approaches to convincing elected officials and the public that a deal is not in the best interest of the community.
4. Learn how to explain the "loss" of a development deal to another community.

Speakers: Kathleen Field Orr, Kathleen Field Orr and Associates; Drew Awsumb, Senior Associate Planner, Houseal Lavigne Associates

Addresses ICMA Practice Area: 3 (Functional and Operational Expertise and Planning)



GOING BEYOND NORMAL evolution in government

11:45 A.M. – 1:30 P.M.

Lunch

Luncheon Program:

Legislative Briefing by Brad Cole, Executive Director, Illinois Municipal League and Joe McCoy, Legislative Director, Illinois Municipal League

1:30 – 2:45 P.M.

CONCURRENT SESSIONS

Session 1: Emergency Response beyond Police and Fire

First responders are prepared for all types of emergencies including natural, technological, and man-made disasters. This session will discuss the roles and responsibilities of municipal leaders and elected officials in disaster planning, operations, and recovery. Presenters will stress the importance of having a designated Emergency Operations Center (EOC), partnerships to pool resources and ensure redundancy, and exercises.

Learning Objectives:

1. Why should a municipality or county create an emergency operations plan that includes the responsibilities of all departments?
2. What are the advantages of partnering with other agencies and institutions in creating a coordinated disaster response program?
3. What agencies and institutions should be included in your emergency operations plan?
4. What are the options for creating or enhancing an Emergency Operations Center and which will work best for you?
5. How can you effectively leverage drills and exercises to enhance community resiliency?

Speakers: Doug Forsman, Emergency Preparedness Consultant and former Champaign Fire Chief; Eric Hodges, Emergency Manager, Illinois State University Department of Environmental Health Barry A. Burton, Administrator, Lake County

Addresses ICMA Practice Area: 3 (Functional and Operational Expertise and Planning)

Session 2: What Do Managers Need to Know About Municipal Bonds?

As the Manager/Administrator is the prime communicator with the Board/Council, they need to be conversant with the bonding process while the Finance Director may be delegated the responsibility to work with the financing team. Managers/Administrators play key roles in Bond Rating Calls; and making and communicating staff recommendations on financing of projects.

Learning Objectives:

1. Understand federal bond issuance regulations
2. Understand financing team member roles and responsibilities
3. Understand GFOA best practices in debt management
4. Understand post issuer compliance and continuing disclosure requirements

Moderator: Dave Cook, IPBC Executive Director

Speakers: Dave Phillips, Senior Vice President/Director of Marketing, Director and Owner, Speer Financial; Kelly Kost, Practice Group Leader of the Public Finance Department, Chapman & Cutler; Lowell Crow, City Administrator, Monmouth

Addresses ICMA Practice Area: 11 (Financial Analysis)

2:45 – 3:00 P.M.

Break and Exhibit Hall Open

3:00 – 4:15 P.M.

CONCURRENT SESSIONS

Session 1: Rapid Round Table Discussions: The Quick Dish on Management Questions You Always Wanted Answered – sponsored by The Legacy Project

Join us for small group, quick discussions on management topics guided by respected managers and assistants. Participants will rotate tables every 10 minutes to keep the discussion fresh and lively and to offer differing views within a short period of time. Selected questions will be provided to provoke discussion or bring your own questions that you've always wanted to know the answers to.

Learning Objectives:

1. Learn about challenges managers face and how they overcome roadblocks.
2. Find out how others reached for professional opportunities even if they didn't know they were ready.
3. Hear practical advice from respected managers and assistants that you can apply to your career and personal life.

Addresses ICMA Practice Areas: 1 (Staff Effectiveness), 6 (Creativity and Innovation), and 18 (Personal Development)

Session 2: E-Hostility

What is e-hostility? This session will help to define e-hostility and the different forms it can take, what are its causes, who does it target, and how it can be confronted by local communities. Presenters will give specific examples of the e-hostility they have encountered in their communities, how they approached the situation, what they learned, and the legal challenges local governments face when they contest e-hostility.

Learning Objectives:

1. Participants will be able to identify the primary sources of e-hostility in today's media landscape.
2. The session will describe how to help defuse and/or prevent e-hostility by laying the appropriate groundwork for community engagement.
3. Participants will take away several strategies to effectively combat online/social media attacks.
4. The legal dos and don'ts when combating e-hostility.
5. Best practices to minimize the risk of encountering legal problems and avoiding a First Amendment challenge

Speakers: Kevin Lahner, City Administrator, City of Waukesha, WI; Nora Duckowitz, Communications Manager, City of Bloomington; Julie A. Tappendorf, Equity Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer, P.C.

Addresses ICMA Practice Area: 14 (Advocacy and Interpersonal Communication) and 16 (Media Relations)



4:30 – 5:30 P.M.

Q & A for New and Aspiring Managers – Experiences in the Manager's Office

Have you wondered about what it is like to be a manager? Or, are you a new manager and have questions about your new role? If so, this session is for you! Attendees of the session will learn from experienced management professionals the following:

Learning Objectives:

1. The skill sets needed in the Manager's Office.
2. Differences between a small community and a large community.
3. Various paths taken to becoming a Manager.
4. The importance of setting a good example in the organization.

Moderator: Maria Lasday, Village Manager, Bannockburn

Panelists: Ray Rummel, Village Manager, Elk Grove Village; Thomas K. Mick, Village Manager, Park Forest; Jason Wicha, Deputy Village Manager, Skokie (former Village Administrator, Thornton); Donna Gayden, Village Manager, Hazel Crest

Addresses ICMA Practice Area: 18 (Personal Development)

FRIDAY, FEBRUARY 5

9:00 – 10:15 A.M.

CONCURRENT SESSIONS

Session 1: Employment and Labor Law Hot

Topics: What You Don't Know Can Hurt You.

An experienced labor and employment attorney will discuss recent developments impacting public employers and human resource managers including new FLSA, wage payment and collection, workplace discrimination, social media issues, ADA, FMLA, and PSEBA. The program will also discuss key employment law trends that should be on your radar and offer practical strategies.

Learning Objectives:

1. Learn about changes in employment and labor laws and how to protect your organization.
2. Learn about employment law trends and case law coming on the horizon to prepare for.

Speaker: Darcy L. Proctor, Partner, Ancel, Glink, Diamond, Bush

Addresses ICMA Practice Area: 12 (Human Resources Management)

Session 2: Community Branding Initiatives: The Promise of Who You Really Are

Join us to discover that community branding is much more than a new logo or tagline; a brand identifies the uniqueness of a community as well as providing the focus and promise that the organization strives for each and every day. This session will cover the process in which a brand is developed, its implementation, and how it is carried forward following its launch. The reasons why a community decides to brand itself may vary; participants in this session will learn about how branding efforts are as unique as the communities themselves. If your community is thinking about branding itself, this session will provide a great overview on what it takes to be successful in developing your true brand and promise.

Learning Objectives:

1. What does "branding" mean, anyway?
2. The reasons why a community decides to brand itself - goals may be quite different from town to town.
3. How does one get started? Learn about the process that goes into developing one's brand. The use of consultants, public engagement, as well as the involvement of staff and elected officials will be discussed.
4. Once established, how does a community's brand get implemented within the organization and throughout the community, and, communicated to key stakeholders?
5. What have communities experienced or have learned from brand implementation? How has one's brand and promise benefited its organization and its community at large?

Moderator: Moses Amidei, Village Administrator, Village of Wadsworth

Panelists: Scott Kolbe, Sikich LLP; Steven Bosco, Village Administrator, Village of North Aurora; John Lobaito, Village Administrator, Village of Mundelein

Addresses ICMA Practice Areas: 6 (Initiative, Risk Taking, Vision, Creativity, & Innovation) and 13 (Strategic Planning)

10:30 – NOON

Closing Keynote Speaker: Jim Mathis

Reinvention Made Easy – Primary Interactive Keynote: Change Your Results

A personally challenging and value-changing presentation that will change your organization's strategic financial outlook. Change is happening! Just as the Kindle has changed paper publishing,



Netflix has changed movie theaters and Blockbuster, the smartphone has changed navigation, communication and banking, your city and county business is undergoing massive changes rapidly. With recent government

bankruptcies and defaults, it is clear that your realities have changed due to the economy, social/cultural transition, mobile public, technological advances, and modern trends. Answer questions and hear stories about government organizations (and private organizations) who reinvented themselves that you can implement to make necessary changes in your city and county.

Key presentation points/questions:

1. The economy is... DIFFERENT. City and county leaders can be different in their approach in the coming years.
2. Where are we overly FOCUSING wasted efforts?
3. Where can we change our thinking and policies?
4. What do our people VALUE MOST about us?
5. How can we deliver better value in what we do for the public?
5. What has changed in our local community?
6. What are we doing to meet these changes proactively?
7. How does the public feel PUNISHED for doing business with us? How can we make our office easier for citizens?
8. What are our DINOSAURS that prevent us from being effective leaders?
9. How can we bury them and move forward?

Learning Objectives:

1. Discover the realities about your city/county that you can't see on your own.
2. Develop a public-oriented environment that brings you closer to your citizen base and community.
3. Start connecting with values and needs in your city and county right away.
4. Deliver the true value your constituency consistently wants from you.
5. Serve more effectively with your team and co-workers.

Be sure to purchase his new book "Reinvention Made Easy" when you register at the special conference price of \$10 for conference attendees!

Addresses ICMA Practice Areas: 3 (Functional and Operational Expertise and Planning) and 4 (Citizen Service)

ILCMA 2016 WINTER CONFERENCE



SOCIAL EVENT INFORMATION

WEDNESDAY, FEBRUARY 3

6:30 - 7:00 P.M.

Welcome First Time Attendees, Scholarship Winners, & New to the Profession

7:00 - 9:00 P.M.

**Welcome Reception hosted by Downstate/
SWICMA Reception at the Marriott**

Special Keynote Speaker:

Brock Spack, Head Football Coach, Illinois State University

Music by Dan Troyer, two-time and current State of Illinois Bluegrass Banjo Champion

8:30 - 11:30 P.M.

IAMMA Social

THURSDAY, FEBRUARY 4

6:45 A.M.

Yoga

Courtesy of The Legacy Project and sponsored by Gallagher Benefit Services

6:00 - 8:30 P.M.

Dinner at Hancock Stadium Club, ISU

(open to all attendees during these hours; dinner is included in registration fee) Bus transportation will be provided.

FRIDAY, FEBRUARY 5

6:45 A.M.

ILCMA 5K Run/1.5M Walk

(Meet inside the Uptown Station at 6:30 a.m. near the Subway Restaurant. The race will begin at 6:45 a.m.)

ICMA-RC APPOINTMENTS

ICMA-RC is once again offering financial consultations with members. If you would like to schedule an appointment with David Park, ICMA RC, please call in advance 708-692-7081.

Appointments are available on February 3 (1 p.m. – 4 p.m.); February 4 (9 a.m. – 4 p.m.); February 5 (9 a.m. – 11 a.m.).

MOCK INTERVIEW & RESUME REVIEW APPOINTMENTS

The ILCMA Membership Services Committee is pleased to offer conference attendees one hour mock interview and one hour resume review services. These services will be offered by Heidi Voorhees and Joellen Earl, GovHR USA. Appointments are available on February 4 (10:30 a.m. – 4:00 p.m.). Please contact Dawn Peters at dpeters@niu.edu to make an appointment.

CONFERENCE COMMITTEE

Chair - Barry Burton, County Administrator, Lake County
Brian Southey, Management Analyst, Elk Grove Village
Randy Bukas, City Administrator, Flora
Moses Amidei, Village Administrator, Wadsworth
Cristi Musser, Senior Management Consultant, Sikich
Deb Zimmerman, Associate Director, IMET
Dane Bragg, Village Manager, Buffalo Grove
Jim Petrakos, Principal Architect, Tria Architecture

Christina Burns, Assistant Village Administrator, Oswego
Lowell Crow, Village Administrator, Monmouth
David Cook, Executive Director, IPBC
David Nord, City Administrator, Dixon
Sally Heffernan, Assistant City Manager, Normal
Jennifer Barlas, Business Development, Clark Dietz
Anne Marie Gaura, City Manager, DeKalb
Jim Grabowski, City Manager, City of Elmhurst

ILCMA 2016 | WINTER CONFERENCE

ACCOMMODATIONS



201 Broadway Avenue, Normal, IL 61761

Phone Number: 888-236-2427

Room Rate: \$139/night plus tax

Room Block Release: January 11, 2016

THREE EASY WAYS TO REGISTER

ON-LINE

ilcma.org/conferences

FAX

815-753-6900

MAIL

Send completed registration and payment to:

Outreach Services Registration Office

Northern Illinois University
DeKalb, IL 60115

REGISTRATION DEADLINE

REGISTER BY JANUARY 29, 2016

For a full refund, you must cancel your registration by **January 29**

Fees are waived for "in transition" corporate members and their spouses/partners

REGISTRATION RATES

ILCMA Member \$200

Spouse/Partner \$90

Student \$25

(Scholarships available for both full-time and part-time students enrolled in an MPA Program)

Non-ILCMA Member \$300

Pre-Conference Workshop \$75

First 10 online registrations for NEW corporate (voting) members who are first time winter conference attendees are free. There will be 5 waivers for managers/administrators and 5 waivers for assistants/assistant to/management analysts.

Dress: Business casual

How to Save on Costs:

Carpool with your colleagues from a neighboring community

Share a room (especially nice to invite a Member in Transition or a student to be your guest)