



Legacy Project

ADVANCING WOMEN IN LOCAL GOVERNMENT

6th Annual Women's Legacy Conference

Taking the Lead!

May 19, 2017

NIU Naperville Campus*

Register at <http://tinyurl.com/LegacyConf2017>

REGISTRATION DEADLINE: MAY 12, 2017

*Northern Illinois University (NIU) campus in Naperville,
located at 1120 East Diehl Road, Naperville, Illinois
For more about the Legacy Project, please visit www.legacyprojectnow.org

C *onference at a Glance...*

8:00 AM **Registration & Continental Breakfast**

9:00 AM **Opening Keynote by Robin Gerber**
***Leadership the Eleanor Roosevelt Way:
Timeless Strategies from the First Lady of Courage***

10:30 AM **Choice of Breakout Sessions**

- ◆ Hard Topic Round Table Discussions
- ◆ Keynote Breakout
- ◆ The Impact of Work on Family

11:45 AM **Lunch, Awards, & Business Meeting**
Luncheon Session: Dress for Success

1:30 PM **Choice of Breakout Sessions**

- ◆ Soft Topic Round Table Discussions
- ◆ Maximize Your City's Social Media Presence
- ◆ Successful Female Leaders tell their Story

3:00 PM **Closing Keynote by Jan Hargrave**
Understanding Nonverbal Communication

Post-Conference event ~ Join Colleagues at Eddie Merlot's for further networking



Register at <http://tinyurl.com/LegacyConf2017>



Social Media

Join local representatives of Engaging Local Government Leaders (ELGL) as they provide a unique “live” social media training for Legacy participants. Tips and tricks for utilizing Facebook and Twitter will be provided throughout the conference with hands-on demonstrations and training. Make sure you are currently utilizing #legacy project event hashtag to stay abreast of conference events. Visit the Social Media Booth in the Atrium for individualized consultations.

O pening Keynote

Presented by Robin Gerber



L eadership the Eleanor Roosevelt Way: Timeless Strategies from the First Lady

Eleanor Roosevelt is an icon to Americans, not just for her role as First Lady, but also for the drama of her transformational life. From a neglected and abused young girl, Eleanor became a woman of action and compassion. Telling stories from Eleanor’s remarkable life, Robin Gerber draws contemporary lessons about communicating effectively, taking risks, managing criticism, and being true to an authentic vision of personal leadership.

Taken from Robin’s bestselling book, *Leadership the Eleanor Roosevelt Way: Timeless Strategies from the First Lady of Courage* (Penguin/Portfolio), Robin’s stories examine the values, tactics, and beliefs that enabled Eleanor Roosevelt to bring about tremendous change – in herself, and in the world. This talk offers us all an inspiring road map to heroic living and an unparalleled model for personal achievement.

Addresses ICMA Practice Area 18 Personal Development

M

orning Breakout Sessions from 10:30—11:45 a.m.

Finding your own Leadership Way

Presented by Robin Gerber (Keynote follow-up)

In this interactive breakout session, Robin will use exercises to help us explore our own leadership ‘way,’ and she will discuss the latest thinking on leadership development, with an emphasis on evolving views about women’s role as leaders.

Addresses ICMA Practice Area 18 Personal Development

The Skill of Surviving and Thriving in Local Government

Understanding how to navigate the workplace is just as critical to your success as knowing your way around a spreadsheet or conducting a public meeting. Join our round table session to discuss how others have managed to survive (and thrive) in local government. Participants will engage in small group, quick discussions on hard skilled topics related to working in local government. Attendees will rotate tables to keep the discussions dynamic and fresh and to offer differing views in a short amount of time. Suggested questions will be provided to kick start the discussions, but participants are encouraged to ask their own. Topics will include a variety of issues including:

Financial Management 101 (Gail Paul, City Administrator, City of Countryside)

Public Works (Nan Newlon, Public Works Director, Village of Downers Grove)

Performance Measurement (Ann Everhart, Human Resource Director, Village of Schaumburg)

Economic Development (Peg Blanchard, Economic Development Director, Village of Barrington)

Special Events in the Municipal World – How to host a successful special event in your community (Sharon Peterson, Assistant City Administrator, City of Countryside)

Zoning Trends for 2017 (Kimberly Clarke, Zoning Administrator, City of Countryside)

Branding Your Community—More than Just a Logo (Robin Ellis, Director of Community Development/ Assistant Village Administrator, Village of New Lenox)

Addresses ICMA Practice Area 3 Functional and Operational Expertise and Planning

M

orning Breakout Sessions Continued

Impact of Work on Family

Presented by Carol Loebe, Spouse of a Former Manager

Mark Franz, Village Manager, Village of Glen Ellyn

Jill Velan, Parking Services Manager, Village of Oak Park

Bill Schumacher, Spouse of a Current Interim Village Administrator

One of the more unique aspects of a career in the public sector is the impact it has on our spouses, partners, and families. Not only do we ask them to put up with long hours and working weekends, they live under the watchful eye of the communities we serve. It is not an easy task; we have asked four panelists to discuss how they navigate this particular demand of the job. We tried to capture all perspectives on the panel, from the practitioner, the spouse, and the family. Is it worth it? Are there bright spots? How can I protect my loved ones from criticism? These are just a few of the questions we will delve into at this session.

Addresses ICMA Practice Area 18 Personal Development

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Business Meeting

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fter Lunch Session

Dress for the Position to Which You Aspire

Presented by Heidi Voorhees, GovHR USA

While we have the skills and experience for the next level in our organization, do we dress for success? Models of diverse shapes, sizes, and ages will display the "Do's and Don'ts" in this live fashion show with recognizable models.

Addresses ICMA Practice Area 18 Personal Development



Afternoon Breakout Sessions from 1:30—2:45 p.m.

The Art of Surviving and Thriving in Local Government

Understanding how to navigate the workplace is just as critical to your success as knowing your way around a spreadsheet or conducting a public meeting. Join our round table session to discuss how others have managed to survive (and thrive) in local government. Participants will engage in small group, quick discussions on lighter topics relating to working in local government. Attendees will rotate tables to keep the discussions dynamic and fresh and to offer differing views in a short amount of time. Suggested questions will be provided to kick start the discussions, but participants are encouraged to ask their own. Topics will include a variety of issues including:

Getting Started! What you need to know to start your career in local government on the right foot. (Julia Cedillo, Village Manager, Village of LaGrange Park)

Professional Etiquette for the Real World – What would Emily Post do if she worked in local government? (Denise Burchard, Assistant to the Chair - Department of Public Administration, Northern Illinois University)

Communicating with Confidence – Life is easier when you are communicating from a position of strength! (Jennifer McMahon, Director of Human Resources, City of St. Charles)

Navigating through Office Politics – What’s important and what just adds to the drama? (Anne Marie Gaura, City Manager, City of DeKalb)

Relevancy and Retirement – How to stay relevant as your career winds to a close. (Robin Weaver, ICMA/ILCMA Senior Advisor)

ELGL #13Percent – Why aren’t more women holding the top spots in local government? (Bobbi Nance, Senior Manager of Strategy and Innovation, Park District of Oak Park and Ashley Monroe, Assistant City Manager, City of Iowa City, Iowa)

Addresses ICMA Practice Areas 1 Staff Effectiveness; 14 Advocacy and Interpersonal Communication; 18 Personal Development



Afternoon Breakout Sessions from 1:30—2:45 p.m. Continued

Maximize Your City's Social Media Presence

Presented by Hillary Beata, Digital Services Specialist, City of Evanston

Patrick Deignan, Community Engagement Coordinator, City of Evanston

Social media—does my community really need it? If you ask this question about your city's or department's communication efforts, attend this session to learn about the latest social media tools, trends and best practices, and how to integrate social media into your website. Learn about the different social media channels available and gain insight into finding the right one(s) for your city or department. Attendees will learn how to get social media started, the amount of time needed to update and add information, and gain keys for success to measure the effectiveness of social media efforts. Designing concise, engaging and shareable content will save time, improve search engine optimization (SEO), and broaden the audience of your communications.

Addresses ICMA Practice Areas 4 Citizen Service; 7 Technological Literacy; 16 Media Relations

Choosing Your Career Path in or with the Public Sector

Presented by Katy Rush, Retired, Village Administrator

Grace Turi, Director of Finance, Village of Western Springs

Jill Leka, Partner, Clark Baird Smith, LLP

Jill Leka is a partner at Clark Baird Smith, Grace Turi is a long time Director of Finance with the Village of Western Springs, IL and Katy Rush is a recently retired Village Administrator from Woodridge, IL. All three women are leaders in their fields but knowing what they know now, would they have chosen a different career path? Were there any critical career opportunities that had long-term impacts on their success? Did they take any risks that paid off in the long run? Join us in a lively discussion with these three professionals about their insights of working in and with the public sector.

Addresses ICMA Practice Areas 1 Staff Effectiveness and 18 Personal Development

Closing Keynote

Actions Speak Louder than Words: Strictly Business Body Language

Presented by Jan Hargrave, Jan Hargrave & Associates



What does it mean when the person you are talking with points his feet away from you? Where is the best place to stand in a room if you want people to notice you? If a person touches his nose too much, is he lying to you? What's the secret to making a good first impression?

The answers to these questions and many more body language secrets will be revealed in Jan Hargrave's session. Since the silent messages of the body reveal more than the spoken word in conveying true feelings and attitudes, understanding this valuable science is imperative for successful conversations. Author of *Let Me See Your Body Talk*, *Judge the Jury*, *Freeway of Love*, *Strictly Business Body Language* and *Poker Face*, Jan Hargrave's fascinating presentation gives you the advantages you need to make in-depth character assessments and zone in on what others are saying to you without words.

In an insightful and engaging manner, Ms. Hargrave analyzes the components of body language and reveals how every flick of your wrist or slight change in your vocal tone reflects your inner secret thoughts and feelings. Since an estimated one thousand different nonverbal factors contribute to the message you send in every interaction, bring your body and your curiosity to Jan's session to discover that there is no erase button on "first and lasting impressions!"

Addresses ICMA Practice Areas 14 Advocacy and Interpersonal Communication and 18 Personal Development



Would you like to continue the conversation and connect casually ?
If so, meet at Eddie Merlot's
28254 Diehl Road, Warrenville, IL
after the conference.
Not included in the registration fee.

Thank you to the Legacy Project 2017 Conference Committee:

Robin Ellis, Village of New Lenox, Co-Chair

Paula Schumacher, Village of Bartlett, Co-Chair

Gail Paul, City of Countryside

Sharon Peterson, City of Countryside

Ingrid Velkme, Village of Western Springs

Yvette Heintzelman, Clark Baird Smith

Kelly Coyle, Clark Baird Smith

Nancy Dye, Village of New Lenox

Dawn Peters, ILCMA Executive Director

For those conference attendees traveling to the conference site, there are a number of hotels available in the immediate vicinity for overnight accommodations.

Courtyard by Marriott

630-505-0550 or 800-321-2211

Country Inn & Suites

630-505-3353 or 800-596-2375

Fairfield Inn-Naperville

630-577-1820 or 800-228-2800

Hampton Inn, Naperville

630-505-1400 or 800-639-0019

Conference Location at the NIU Naperville Campus
1120 E. Diehl Road, Naperville

For more about the Legacy Project, please visit www.legacyprojectnow.org

Registration Form

Name		First Name for Badge	
Title		Municipality/Organization	
Address (of Cardholder)			
City	State	Zip	
Phone		Email— MUST BE INCLUDED—Confirmation and Materials will be sent here	

Register online at <http://tinyurl.com/LegacyConf2017>

I have special dietary needs—please list:

YES I am interested in having the photographer take professional photos for \$10 (please bring cash or check payment to event)

YES, I would like to purchase Robin Gerber's Book "Leadership the Eleanor Roosevelt Way" for \$15

YES, I would like to purchase Jan Hargrave's Books for \$20/book

"Strictly Business Body Language" "Let Me See Your Body Talk"

There will be a limited supply of all books at the conference—to be sure you receive a copy, please pre-order. If you plan to purchase a book on-site, bring a check made out to Legacy Project or cash.

If registering by mail send completed registration form and payment to:

Outreach Registration Office
Northern Illinois University
DeKalb, IL 60115

MAKE CHECKS PAYABLE TO NIU Outreach

FAX: 815-753-6900

Credit Card Payment (circle one): Visa MasterCard Discover American Express

You can use this form to register for the conference and/or join The Legacy Project for the 2017-18 membership year by checking the appropriate box(es) below:

- \$120.00 Conference Registration—Legacy Project Member Rate
 \$175.00 Conference Registration—**Non-Member Rate**
 \$ 40.00 Membership in the Women's Legacy Group—Renew your 2017-18 Membership Today!
 \$ 35.00 Conference Registration—Student/Intern Rate
 \$ 10.00 Student/Intern Membership Rate
 _____ I plan to attend the reception after the conference at Eddie Merlot's (pay on your own)

Card Number	Exp Date
Name on Card	Signature

Register at <http://tinyurl.com/LegacyConf2017>

Register by May 12, 2017. For a full refund, you must cancel your registration by May 12, 2017.

Questions about the conference?

Contact Dawn Peters at 815-753-0923 or by email at dpeters@niu.edu

Legacy Project

ADVANCING WOMEN IN LOCAL GOVERNMENT

2017 Women's Legacy Conference

Sponsorship Levels

Bronze Sponsors (\$300)

- Logo in the program
- Recognized at lunch

Silver Sponsors (\$500)

- Logo in the program
- Recognized at lunch
- Includes conference registration for one

Gold Sponsors (\$1,000)

- Logo in the program
- Recognized at lunch
- Sign at the door
- Includes conference registration for two

There's still time to sponsor the 2017 Legacy Conference!

If interested, please contact

Dawn Peters at dpeters@niu.edu or 815-573-0923

SPEAKER BIOS

HILLARY BEATA

Hillary Beata began working as Digital Services Specialist for the City of Evanston in August 2016. She oversees the City's main website as well as development of digital tools and products. Prior to working at City of Evanston, Hillary spent 5 years at the Chicago Metropolitan Agency for Planning (CMAP) as a communication senior managing CMAP's website, overseeing the agency's social media strategy and content, assisting the agency with media relations and outreach, overseeing in-house video production, and editing CMAP publications. She also worked as a web content writer/ editor with the Veterans Health Administration's website and began her communications career with work for the award-winning PBS NewsHour and MacNeil-Lehrer Productions' the News.

Hillary is married to Alex Beata and mother to Gus and baby #2 due in the fall.

PATRICK DEIGNAN

Patrick Deignan is the Community Engagement Coordinator for the City of Evanston, where he oversees the City's 30+ social media channels, in addition to email and text notifications, press releases, and other print and digital content. Prior to the City of Evanston, Patrick worked as Communications and Media Planner for the Citizens Utility Board (CUB), a nonprofit consumer watchdog organization.

Patrick has a bachelor's degree in Journalism and Political Science from Miami University in Oxford, Ohio. He and his wife, Lisa, live in Evanston.

ROBIN GERBER

Robin Gerber is a powerful speaker, best-selling author, and historian, studying and writing about leadership development since 1975. She is a commentator for the History Channel and Biography Channel, and appeared on The PBS Newshour, CBS and FOX channel affiliates, and every national NPR program. Her articles appeared in *The Washington Post*, *USAToday*, *Newsday*, *The Washingtonian* and many other publications. Robin served as faculty for the Gallup Organization, The Academy of Leadership at the University of Maryland, and the Institute for Management Studies. Robin's books are translated into a dozen languages and are used in college and university programs across the country, including the Center for Public Leadership at Harvard's Kennedy School.

JAN HARGRAVE

Body language expert Jan Latiolais Hargrave teaches you the ways in which your body communicates to the world around you. As the nation's leading behavioral authority and body language expert, Ms. Hargrave provides you with the skills you need to "read" your family, your associates, your customers, in fact, everyone around you. Jan is the author of *Let Me See Your Body Talk*, *Freeway of Love*, *Judge the Jury*, *Strictly Business Body Language*, and *Poker Face*. She has shared her expertise about body language, persuasion and influence with the New York Times, NBC News, ABC News, CBS News, Fox Television, the Steve Harvey Show, The Lifetime Channel, E-Entertainment Television and dozens of popular magazines such as *Cosmopolitan*, *Glamour*, *People*, *InTouch Weekly*, *Us Weekly*, *Life & Style*, *First for Women*, *The Forensic Examiner*, *Golf Magazine* and others. Jan has become the go-to-resource for analyzing key White House figures and Presidential and Vice-Presidential hopefuls since 1987. She will describe for you all the "hidden messages" you use in your everyday life and show you how to stop the lies and uncover the truth---in any conversation or situation.

Jan received her Bachelor's Degree, Master's Degree and Education Specialist Degree with emphasis in Business Psychology from the University of Louisiana in Lafayette. She is presently CEO of Jan Hargrave & Associates, a Houston-based consulting firm, and served as an Adjunct Professor at the University of Houston for eight years.

SPEAKER BIOS CONTINUED

JAN HARGRAVE (continued)

Nonverbal communication—Body Language—often communicates a different message from the spoken word. Jan proves with her contagious warmth, wit, and humor that there is a method, and style, to success. Bring your body, your curiosity, your sense of humor and learn what your body—and the body of others—is communicating to the world.

JILL LEKA

Jill Leka is a partner practicing in the area of labor and employment law, focusing on traditional labor matters as well as those involving employment litigation and the public sector. In that role, she has successfully represented public and private sector clients in grievance and interest arbitrations, unfair labor practices and Union representation proceedings, disciplinary, constitutional and discrimination litigation, as well as negotiated hundreds of collective bargaining agreements. Jill also advises Illinois municipalities and institutions of higher learning in a variety of municipal and higher education law matters. Prior to starting CBS with her colleagues, she practiced at Seyfarth Shaw LLP from 1993 until 2010, where her legal focus closely resembled that at CBS.

Jill holds a J.D. from Southern Illinois University School of Law and a B.S. from Southern Illinois University

KATY RUSH

Kathleen F. Rush is the retired Village Administrator for the Village of Woodridge. The Village of Woodridge has a population of 32,971 and is a progressive, vibrant, diverse community in south central DuPage County. When she retired, Ms. Rush was responsible for the day-to-day operations of the Village of Woodridge, including an approximate \$44.5 million budget and 126 full-time employees.

Ms. Rush received her Bachelor of Science degree in Political Science and her graduate degree in Public Administration from Northern Illinois University. Prior to her employment with Woodridge, Kathleen served as the Village Manager in Riverside, Illinois. Earlier in her career she worked in both Woodridge and in the City of DeKalb. She has served in various leadership roles in professional and civic associations including serving as President of the Illinois City/County Manager's Association, President of the Illinois Municipal Management Assistants Association, and Chairperson of the Intergovernmental Risk Management Agency. Ms. Rush was a member of the Woodridge Rotary where she has served as President, Program Chairperson and event coordinator for the annual Recycling Extravaganza. Ms. Rush presently serves as a Board member and treasurer for the DuPage Credit Union as well as serving on the Board of Directors for the DuPage Federation on Human Services Reform. She has recently completed a term on the Board of Advisor's for the Northern Illinois University division of Public Administration. She was selected as the ASPA Administrator of the Year in 2014.

GRACE TURI

Grace Turi has served over twenty four years as the Director of Finance and Treasurer for the Village of Western Springs. Grace began her career in the Village of Oak Park as a Revenue Officer and was later promoted to Assistant Finance Director. Grace has been an active member in public Government Finance Officers Association (GFOA) as well as the Illinois GFOA. She has served as the Chair of the Illinois Metropolitan Investment Fund (IMET) and the Intergovernmental Risk Management Agency (IRMA). She also served as the Finance Committee chairperson of St. Isidore Church. She is currently working with Alzheimer Community.

Grace has a Bachelor's degree in Accountancy and Master in Business Administration from DePaul University. Grace is married to Bryan Shaw and are raising three lovely daughters in Bloomingdale, IL.

SPEAKER BIOS CONTINUED

JILL VELAN

Jill Velan has an undergraduate degree from the University of Kansas in Psychology/Human Development. She then gained three years experience working for a non-profit mental health agency with at risk adolescents in her hometown of Topeka, Kansas. Jill then moved to Illinois and obtained her graduate degree from Northern Illinois University in Public Administration.

Jill started her career in local government as an Administrative Intern for the Village of Lincolnwood, after two years she was hired full-time by the Village as an Administrative Assistant (Management Analyst) and after two years was promoted to Assistant Village Administrator serving in this role for another seven years. After 11 years with Lincolnwood, she became the Village Administrator for the Village of Antioch serving in that capacity until the summer of 2009. During the Summer of 2009 Jill had the first of two children and made a three year career change accepting the position of full-time homemaker and celebrating the arrival of her second child in 2011.

In 2012, Jill starting working as an independent contractor with GovTempsUSA and accepted the interim Parking and Mobility Services Director at the Village of Oak Park. She currently works full-time for the Village of Oak Park as the Parking and Mobility Services Director.

In her free time, Jill volunteers as a Cub Scout Parent, AYSO U8 Assistant Soccer Coach, and for Elementary School District 65 Parent Teacher Association (PTA). She also recently taught her daughter's preschool class to make applesauce the way her great-grandmother taught her.

HEIDI VOORHEES

Ms. Voorhees has more than 30 years' experience in executive recruitment, general management consulting and local government administration and is the co-owner and President of GovHRUSA, a management consulting, executive recruitment and temporary staffing business.

Ms. Voorhees has led more than 250 recruitments for local government entities across the country including clients in Illinois, Wisconsin, Texas, Missouri, North Carolina, Maryland, Pennsylvania, Ohio, Michigan and Arizona. She has also led recruitments for the ICMA Executive Director and the GFOA Executive Director. Prior to her consulting career, Ms. Voorhees spent 19 years in local government administration including ten years as the Village Manager for Wilmette, Illinois. She also worked for the City of Kansas City, Missouri, and the Village of Schaumburg, Illinois. She is the Co-owner of GovHRUSA

Ms. Voorhees has been an Adjunct Instructor for Northwestern University Master's Degree Program in Public Policy and Administration and also at Northwestern's Center for Public Safety. Ms. Voorhees holds a Master's Degree in Public Affairs from the School of Public and Environmental Affairs at Indiana University. She also has a Bachelor of Science degree in Political Science from Illinois State University.