Tentative Schedule

**Wednesday, February 8**

Noon
- Registration Open
- Legacy Project Luncheon at Medici’s
  - 1:00 – 4:00 p.m.
  - Exhibitor set-up
- Pre-Conference Session “Equity and Shared Principles in Policing & Police Recruitment”
  - 1:30 – 4:30 p.m.
- MIT Reception with Senior Advisors
  - 6:00 – 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 9**

7:30 – 8:45 a.m.
- Breakfast
8:45 – 10:00 a.m.
- Welcome/Introductions/Keynote: Moving from Concept to Contact: Utilizing the Tools for Effective DEIB Conversation and Conflict Resolution by Dr. Alonzo Kelly
- 10:00 – 10:30 a.m.
  - Break in Exhibit Hall Open
- 10:30 a.m. – 4:00 p.m.
  - Resume Reviews/Mock Interviews
- 10:30 – 11:45 a.m.

**Concurrent Sessions**
- Session 1: Deep Dive “Moving Concept to Contact”
- Session 2: Fun Means Business: Maximizing the Value of Tourism for Your Community
  - 11:45 – 12:45 p.m.
- Lunch followed by ICMA Update by Jeff Towery, ICMA President
  - 12:45 – 1:45 p.m.
- Luncheon Keynote: Why Illinois by Dan Seals, CEO, Intersect Illinois
  - 1:45 – 2:15 p.m.
- Break in Exhibit Hall
- 2:15 – 3:30 p.m.

**Concurrent Sessions**
- Session 1: Don’t Get Bitten by the Social Media Beast
- Session 2: Infrastructure Planning for the Future in Light of Climate Change: The Importance of Strategic Thinking and Finding Funding to Assist
  - 3:30 – 3:45 p.m.
  - Break
- 3:45 – 5:00 p.m.

**Concurrent Sessions**
- Session 1: Q & A for Aspiring Managers/Administrators
- Session 2: Senior Advisor Insights: Thoughts From People Who Have Been There and Done That!
  - 6:00 – 8:00 p.m.

**Friday, February 10**

6:15 a.m.
- ILCMA 5K Run/1.5M Walk
  - Meet in Marriott Lobby
8:00 – 9:00 a.m.
- Breakfast with Brad: Legislative Update – Brad Cole, Executive Director, IML
  - 9:00 – 10:15 a.m.

**Concurrent Sessions**
- Session 1: Recruiting & Retention: Understanding the Benefits of Health and Financial Wellness on Employees
- Session 2: Cyber Security, Fraud and Phishing – Lessons Learned and Best Practices
  - 10:15 – 10:30 a.m.
  - Break
- 10:30 – noon
  - Closing Keynote
  - How to Stay Sane in a Crazy World by Amanda Gore
**Pre-Conference Session**

**Registration Cost:** $40

**Equity and Shared Principles in Policing & Police Recruitment**

Policing has changed over time and today, strong social justice movements are shaping local police forces. Many community members are demanding change. The task to even have conversations around equity in policing can be daunting and difficult. During this dynamic pre-conference session, Ms. Haley will share her insights on developing and adopting shared principles between law enforcement and the communities and people they serve. Recently, as President of the Illinois NAACP, Ms. Haley assisted the Illinois Chief of Police Association in drafting the 10 Shared Principles of Policing: https://www.ilchiefs.org/shared-principles. The 10 Shared Principles of Policing were developed to provide an avenue to build trust between law enforcement and communities of color. Ms. Haley's presentation will emphasize treating all persons with respect and dignity. Law enforcement and community leaders have a mutual responsibility to encourage all citizens to gain a better understanding and knowledge of the law to assist them in their interactions with law enforcement officers. As part of developing shared principles is exploring what is being done in police recruitment; what recruitment might look like to reach a more diverse population and developing a more diverse workforce.

**ILCMA members are encouraged to invite their Police Chiefs to this session.**

**Learning Objectives**

1. An understanding of the 10 Shared Principles of Policing Developed via a Partnership of the NAACP Illinois State Conference and Illinois Association of Chiefs of Police and What can be done to the shared principles at the local level.
2. Incorporating the 10-Shared Principles of Policing in your local police agency to build trust between law enforcement and communities of color. What this may mean from a department operation and serving the community perspective.
3. Current opportunities in recruiting from diverse populations and increasing diversity in police departments

**Speaker**

Teresa Haley, Training and Education Program Manager, State of IL Department of Transportation

Addresses ICMA Practice Area:
- 3 (Equity and Inclusion)
- 6 (Strategic Leadership)
- 9 (Community and Resident Service)
- 10 (Service Delivery)
- 13 (Human Resources Management and Workforce Engagement)

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**THURSDAY, FEBRUARY 9**

8:45 – 10:00 a.m.

**Welcome / Introductions**

**Opening Keynote**

Moving from Concept to Contact: Utilizing the Tools for Effective DEIB Conversation and Conflict Resolution by Dr. Alonzo Kelly

At some point the ‘student’ becomes the ‘teacher’. We are all students when it comes to understanding the ‘What’ and ‘Why’ of concepts with respect to Diversity, Inclusion, Equity, and Belonging. The ‘How’ and ‘When’ is the point at which we actively apply our learning to situations and circumstances that challenge our understanding of concepts and their importance.

**Learning Objectives**

1. Increased confidence in knowing how to start a crucial conversation
2. Increase participant knowledge in active listening, identifying where within a specific model of Trust both parties should further explore to enhance an authentic relationship
3. Familiarity with John Kotter’s model for creating change; Urgency/Readiness/Motivation
4. Evolving our strategic approach to recognizing, responding, and communicating objectives and actions within Departments, across Divisions, and with external stakeholders.

Addresses ICMA Practice Areas:
- 3 (Equity and Inclusion)
- 4 (Staff Effectiveness)
- 6 (Strategic Leadership)
- 13 (Human Resources Management and Workforce Engagement)
- 14 (Communication and Information Sharing)

10:30 – 11:45 a.m.

** Concurrent Sessions**

Session 1: Deep Dive: Moving from Concept to Contact

This follow-up session will be intentional about active participation designed to be psychologically safe, courageous, and challenging to us as leaders and ambassadors in our community.
Learning Objectives
1. Increased confidence in knowing how to start a crucial conversation
2. Increase participant knowledge in active listening, identifying where within a specific model of Trust both parties should further explore to enhance an authentic relationship
3. Familiarity with John Kotter’s model for creating change; Urgency/Readiness/Motivation
4. Evolving our strategic approach to recognizing, responding, and communicating objectives and actions within Departments, across Divisions, and with external stakeholders.

Speaker
Dr. Alonzo Kelly

Addresses ICMA Practice Areas: 3 (Equity and Inclusion); 4 (Staff Effectiveness); 6 (Strategic Leadership); 13 (Human Resources Management and Workforce Engagement); 14 (Communication and Information Sharing)

Session 2: Fun Means Business: Maximizing the Value of Tourism for Your Community

Being in the “Middle of Everything” means big-time money for our local economy. Visitors spend $32 billion each year in Illinois with an economic impact of $59 billion. Is your community getting a share of that revenue? Do you know how to maximize the tourism attractions that are already in or around your community?

Join our expert panelists from across the state to learn how they’re maximizing the benefit of fun to the bottom line. Whether you have a major tourist attraction, a seasonal festival or feature, or you’re not sure, this lively discussion will send you home with practical tips to expand your tourism programs no matter where your starting place.

Learning Objectives
1. How to get more tourists to your community
2. How to get them to spend more money
3. How to build upon existing assets/attractoins
4. How to leverage seasonal tourism

Moderator
Erin Baynes, Management Analyst, Village of Libertyville

Speakers
Ellen Dean, Economic Development Director, Village of Gurnee
Trish Steckenrider, Director of Tourism, Greater Metropolis Convention and Visitors Bureau
Dave Herrell, President and CEO of Visit Quad Cities, Chairman of the Illinois Council of Convention and Visitors Bureaus

Addresses ICMA Practice Area: 10 (Service Delivery)

11:45 a.m. – 12:45 p.m.
Lunch & ICMA Update
by Jeff Towery, ICMA President

12:45 – 1:45 p.m.
Luncheon Keynote: Why Illinois?
by Dan Seals, Chief Executive Officer, Intersect Illinois

So much good is happening in Illinois – development, business growth, industry expansion and investment. Clearly, businesses want to be in Illinois. Dan Seals, Chief Executive Officer of Intersect Illinois, the State’s leading economic development organization focused on driving business to Illinois, will outline the state of things in Illinois, share his insights into the future of Illinois’ dynamic business environment and highlight the opportunities and challenges facing the state. Bring your burning questions and plan for an interactive discussion!

Addresses ICMA Practice Area: 6 (Strategic Leadership)

2:15 – 3:30 p.m.
Concurrent Sessions

Session 1: Don’t Get Bitten by the Social Media Beast

Social media is a ubiquitous part of the modern world, whether it is for sharing pictures of your pet or debating local political issues. However, officers and employees may not recognize the risks and rewards of using social media for governmental purposes, either individually or as an organization. When used effectively, social media can build community engagement and help you control the narrative. When social media is poorly used, it can result in legal problems and distrust. This session presents a multidisciplinary approach to mastering social media.

Learning Objectives
1. How to incorporate social media into your public relations strategy.
2. How to create content for your social media channels.
3. How to avoid the legal pitfalls of managing a social media channel.
4. How to manage social media channels in compliance with the Open Meetings Act, Freedom of Information Act and Local Records Act.

Moderator
Scott Coker, City Administrator, City of Macomb

Speakers
Adam Simon, Partner, Ancel Glink, P.C.
Melanie Santostefano, President, Vicarious Multimedia
Phil Kiraly, Village Manager, Village of Glencoe
Jeff Hamilton, Communications Manager, City of Champaign

Addresses ICMA Practice Areas: 2 (Community Engagement); 8 (Policy Facilitation and Implementation); 9 (Community and Resident Service); and 14 (Communication and Information Sharing)
**Session 2: Infrastructure Planning for the Future Considering Climate Change: The Importance of Strategic Thinking and Finding Funding to Assist**

The Village of Flossmoor has a long history of flooding in several parts of town. Two of the worst areas of town included three blocks that would become flooded in moderate events, and the Flossmoor Avenue Viaduct would become impassible in less than a 5-year rain event. The Viaduct serves as the only connection for emergency services from one side of town to the other. Flossmoor received funding assistance from MWRD, IEPA, and ACOE; which greatly assisted the Village while also creating additional challenges.

The Village of Wilmette is a northern suburb of Chicago adjacent to Lake Michigan, which creates unique challenges when dealing with stormwater. To overcome these challenges, the Village developed a Stormwater Management Plan from 2013-2015 to assess the significant flooding. After years of study, public participation, and independent value-engineering review and deliberation, the Village Board decided to move forward with a neighborhood storage option. The overall program was divided into four construction projects totaling nearly $64 million. In addition to complex engineering, including 40+ acre-ft. of underground storage and five miles of large diameter storm sewers in dense residential neighborhood, the project required significant coordination with residents, the park district, and the school district.

This session will address how local governments can perform analysis and recommendations for stormwater projects in their communities, locate and secure outside funding, engage residents for comments, communicate with neighboring agencies to execute Intergovernmental Agreement and construction.

**Learning Objectives**

1. How to pursue multiple funding partners for your stormwater improvements
2. How to manage multiple funding partners from project creation through construction completion
3. Develop a strategy for neighborhood storm water storage in a built-out community

**Moderator**

Jim Arndt, Arndt Municipal Support

**Panelists**

Brigitte Berger-Raish, PE, Director of Engineering and Public Works, Village of Wilmette
Matt Moffitt, PE, CFM, Associate Vice President Water Resources & Natural Resources, Baxter & Woodman Consulting Engineers
Darren Olson, PE, CFM, DWRE, Vice President, Assistant Department Head, Water Resources, Christopher B. Burke Engineering, Ltd.

**Speakers**

ILCMA/ICMA Senior Advisors

Addresses ICMA Practice Areas: 1 (Personal and Professional Integrity) and 5 (Personal Resiliency and Development)

**Session 2: Q&A for New and Aspiring Managers/Administrators: How to Succeed in the Manager’s Office**

Attendees of the session will learn from experienced management professionals the following:

1. The skill sets needed to ascend to the Manager’s Office.
2. The skill sets needed to be an effective Manager
3. Differences between a small community and a large community.
4. Various paths taken to becoming a Manager.
5. Understanding what you need to do to prepare for advancement.
6. How to build long standing relationships

**Moderator**

Jim Arndt, Arndt Municipal Support, Inc.

**Panelists**

Ellen Baer, Village Manager, Western Springs
Cassy Taylor, County Administrator, McClean County
Scott Coker, City Administrator, City of Macomb
Allison Matson, Village Administrator, Village of Wauconda

Addresses ICMA Practice Area: 18 (Personal Development)
FRIDAY, FEBRUARY 10
6:15 a.m.
ILCMA 5K Run/1.5M Walk
8:00 – 9:00 a.m.
Breakfast with Brad Cole, IML Executive Director: Legislative Update
9:00 – 10:15 a.m.
Concurrent Sessions:
Session 1: Recruiting & Retention: Understanding the Benefits of Health and Financial Wellness on Employees
What tools do you have to adjust in today’s candidate market? To eliminate high turnover rates, organizations need to look at the workplace culture, internal policies, as well as their financial and wellness benefits. The benefits that an organization can provide may be the differentiating factor in attracting and retaining talented personnel. Organizations that invest in their employees and find out why they stay tend to have employees who feel valued and who are more comfortable with their health and finances, enabling employees to be more focused and productive on projects and work requirements.

Benefits packages can be costly and difficult to understand, but there are low-cost benefits and tools available to help recruit and retain employees. Making small adjustments can positively impact employee satisfaction, which can result in increased attendance, heightened loyalty to the organization, and greater employee productivity.

Learning Objectives
1. Understand the relationships between financial wellness, health, employee production, and employee satisfaction
2. Understand the relationships between workplace culture, internal policies, and employee wellness and satisfaction on recruitment and retention
3. Understand the tools and benefits that can be provided to improve employee recruitment and retention, many at no to little cost
4. Understand ways in which organizations might explore implementation of these ideas

Moderators
Jack Cascone, Management Analyst, Village of Lincolnshire
Mysi Hall, HR Manager, GovHR USA

Speakers
Jennifer McMahon, Director of Human Resources, City of St. Charles
Mark Essenfeld, Financial Planner, TCG, a Hub International Company
Maureen Barry, Senior Vice President, GovHR USA

Addresses ICMA Practice Areas: 4 (Staff Effectiveness); 6 (Strategic Leadership); 8 (Policy Facilitation and Implementation); and 13 (Human Resources Management and Workforce Engagement)

Session 2: Cyber Security, Fraud and Phishing – Lessons Learned and Best Practices
Cyber-attacks are increasing and becoming more sophisticated. This session will discuss cyber-attacks that members have dealt with and what was learned following those attacks. The members will discuss the current threats they see and the actions they are taking to address same.

The speakers will discuss current trends in cyber security including cyber threats and insurance. The speakers will also discuss best practices for large and small villages and municipalities for anticipating, protecting against, and resolving cyber-attacks.

Learning Objectives
1. General trends in technology for cities and counties
2. Cyber threats, cyber insurance, and risk tolerance
3. Hiring, retaining, and outsourcing city and county IT staff
4. Answering questions about city and county technology/insurance issues

Moderator
Jigar S. Desai, Partner, Rusin & Maciorowski

Speakers
Peggy Halik, Assistant Village Administrator, Village of Woodridge
Chris Conrad, City Manager, City of Highland
Jerry Irvine, CIO and Partner, Prescient Solutions

Addresses ICMA Practice Area: 11 (Technological Literacy)

10:30 – noon
Closing Keynote: How to Stay Sane in a Crazy World
by Amanda Gore

Change the way you live and how work impacts you! Very few people understand the nature of our work, juggling so many stakeholders and working countless hours in an increasingly crazy world. A dynamic and thought-provoking speaker, Amanda Gore, will share specific ways we can care for ourselves and consequently deliver even better results - and still have a life! It IS possible to balance our roles with fully living and finding joy. Amanda will help us understand why we do what we do and give us ways to connect more effectively with ourselves and others. Oh - and she will give us ways to leave work behind to build separation between our work and our lives!

You will laugh, learn, and feel great as you head home!

Addresses ICMA Practice Area: 5 (Personal Resiliency and Development)
**Social Events**

**Wednesday, February 8**
11:00 a.m. - 1:00 p.m.
What better way to start off your ILCMA Winter Conference experience than spending an early afternoon with the proud members and supporters of the Legacy Project! The Legacy Project has been a significant force in advocating for women in leadership in local government and is aimed at continuing its efforts by, among other things, providing opportunities for us to learn from each other in government and gain invaluable and lifelong connections. Please join us between 11 and 1 on Feb. 8 at Medici’s and reconnect with old friends (and maybe gain some new ones)! Be sure to sign up when you register! See you there!

6:30 – 7:00 p.m.
Welcome First Time Attendees, Scholarship Winners, & New to the Profession

7:00 – 9:00 p.m.
Welcome Reception with Sponsors
hosted by Downstate/SWICMA

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**Thursday, February 9**
6:00 – 8:00 p.m.
IAMMA 50th Anniversary Dinner
1200 Greenbriar Drive, Normal

8:00 – 11:00 p.m.
IAMMA 50th Anniversary Celebration & Social
The Castle Theater, 209 E. Washington St., Bloomington

**Transportation**
The Destihl Brewery is located at 1200 Greenbriar Drive in Normal. There will be a shuttle providing transportation to/from Destihl Brewery beginning at 5:30 p.m. It will run a continuous loop starting at 7:30 p.m. with the last shuttle leaving The Brewery at 8 p.m. with drop-off at The Marriott.

For those interested in attending the IAMMA social, bus transportation will be available from Destihl to Castle Theater. Transportation to the Theatre will begin at 7:30 p.m.

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**Accommodations**

Bloomington–Normal Marriott Hotel & Conference Center
201 Broadway Ave, Normal, IL 61761

Hotel phone for accommodations: 888.236.2427 or 309-862-9000
Room Rate: $142/night plus taxes and fees

Start Date: Tuesday, February 7, 2023   End Date: Friday, February 10, 2023
Last Day to Book: Tuesday, January 10, 2023

Click [here](#) to book online.

**Conference registration information on next page**
**Four Easy Ways To Register**

ON-LINE: [https://www.ilcma.org/conferences/](https://www.ilcma.org/conferences/)
PHONE: 800-345-9472   FAX: 815-753-6900
MAIL: Send completed registration form and payment to:
   Outreach Services Registration Office
   Northern Illinois University, DeKalb, IL 60115

**Registration Deadline:** Register by February 1, 2023
For a full refund, you must cancel your registration by February 1, 2023
Fees are waived for “in transition” corporate members and their spouses/partners

**Registration Rates**
- ILCMA Member $225
- Spouse/Partner $100
- Student $50
(Scholarships available for both full-time and part-time students enrolled in an MPA Program)
- Non-ILCMA Member $350
- Thursday Dinner Only (spouse/partner) $65
- Pre-Conference Workshop $45

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

**Additional Conference Opportunity**

**Career Counseling Appointments**
The ILCMA Membership Services Committee is pleased to offer conference attendees 30-minute appointments to talk about your career including mock interview and resume review services. These services will be offered by representatives from GovHR USA. Appointments are available on February 9 (10:30 a.m. – 4:00 p.m.). Please contact Dawn Peters at dpeters@niu.edu to schedule an appointment.