

Finding your Greatness!

ILCMA 2023 SUMMER CONFERENCE

JUN
7-9
2023

REGISTER BY JUNE 2

TENTATIVE SCHEDULE

WEDNESDAY, JUNE 7

10:00 A.M. — 5:00 P.M.

Registration Open

9:15 A.M.

9-Hole Golf at Weaver Ridge

10:00 A.M.

18-Hole Scramble & Conventional
Golf at Weaver Ridge

1:00 P.M. — 5:00 P.M.

Exhibitor Set-up

3:00 P.M. — 5:00 P.M.

Pre-conference Workshop
Mental Health in the Workplace

6:00 P.M. — 9:00 P.M.

Dinner at Gone Axe Throwing

THURSDAY, JUNE 8

7:00 A.M. — 7:45 A.M.

Legacy Walk

7:45 A.M. — 8:45 A.M.

Registration and Breakfast

8:45 A.M. — 10:00 A.M.

Welcome, Intros & Keynote

Terry Savage Talks Money: The Economy and
the Market

10:00 A.M. — 10:30 A.M.

Break in Exhibit Hall

10:00 A.M. — 4:30 P.M.

Career Counseling

10:30 A.M. — 11:45 A.M.

Concurrent Sessions

Session 1: Rapid Fire Sessions: How to Fund
Sustainability Projects and Broadband Access in
Your Community

Session 2: Unsilence Your Organization Through
United Communication

11:45 A.M. — 12:45 P.M.

Lunch, Business Meeting and ICMA Updates

12:45 A.M. — 1:45 P.M.

Luncheon Keynote

Talent Attraction: Generational Changes
and Trends in the Workplace by Terra Fletcher

1:45 P.M. — 2:15 P.M.

Dessert in Exhibit Hall

2:15 P.M. — 3:30 P.M.

Concurrent Sessions

Session 1: Building a Culture that Thrives –
Future of Work

Session 2: What's Next for Retail: 2023 and Beyond

3:30 P.M. — 3:40 P.M.

Break in Exhibit Hall

3:45 P.M. — 5:00 P.M.

Concurrent Sessions

Session 1: Leaning into Chaos: Lessons on How to
Work Through Uncertainty

Session 2: Empowering and Engaging Leadership
through the HPO Model

6:00 P.M. — 8:00 P.M.

Reception, Dinner & ILCMA Awards

8:00 P.M. — 11:30 P.M.

ILCMA Social Event: An Evening at
the River Station

FRIDAY, JUNE 9

8:00 A.M. — 9:00 A.M.

Breakfast

9:00 A.M. — 10:15 A.M.

Morning Keynote

A Lifetime of Learning Bias
by Marc Perry

10:15 A.M. — 10:30 A.M.

Break

10:30 A.M. — 11:30 A.M.

Closing Keynote

Finding Your Greatness by Jarrett Payton



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WEDNESDAY PRE-CONFERENCE SESSION:

Pre-Conference Session Additional Cost: \$35
Be sure to sign up on the registration form!

3:00 P.M. – 5:00 P.M.

Mental Health in the Workplace

Discussion of how COVID changed perspectives on mental health, the need for mental health awareness in the workplace, personal mental health stories and its effect on the organization. It will include a call to action and highlight the benefits of addressing mental health in the workplace with professional experience managing behavioral health services in central Illinois for Rosecrance Health Network.

Learning Objectives

1. To raise the awareness of mental health.
2. The importance of taking actionable steps to address mental health in the workplace.
3. To provide a supportive call to action.

Presenter:

Melissa Pappas, Executive Director,
Rosecrance Central Illinois

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

REGISTER BY JUNE 2

ilcma.org/conferences

CLICK HERE!



THURSDAY OPENING KEYNOTE SPEAKER

Terry Savage, Expert on Personal Finance and the Economy

8:45 – 10:00 A.M.

Terry Savage Talks Money: The Economy & the Market

ILCMA is pleased to have Terry Savage, who is in demand as a speaker on the economic outlook, the markets, and personal finance topics, as the opening keynote for the summer conference. Her keynote address will provide a reality check on the volatile economy and financial markets, including the impact of politics and current events. Join Terry Savage as she talks about what's in store for the economy, interest rates, and growth in your community.

Addresses ICMA Practice Areas: (6) *Strategic Leadership and*
(12) *Financial Management and Budgeting*



Terry Savage

THURSDAY MORNING BREAKOUT SESSIONS

10:30 A.M. – 11:45 P.M.

Session 1: Rapid Fire Sessions: How to Fund Sustainability Projects and Broadband Access in Your Community

This engaging session will feature four speakers for 15 minutes so that you can get enough information to know if you need to learn more! The speakers will discuss broadband access and federal funding opportunities, sustainability project ideas and state/federal grant opportunities, creative financing mechanisms for your sustainability projects, and how to leverage your electric aggregation program to fund sustainability programs.

Learning Objectives:

1. Discover State and Federal grant funding opportunities.
2. Learn about broadband expansion.
3. Hear about sustainability project ideas.
4. Discover creative electric aggregation programs.
5. Find alternative financing to free up capital funds.

Moderator:

Jeff Fiegenschuh, City Manager, Rochelle

Panelists:

Sharon Durling, President and CEO of Illinois Aggregation Consultants
Danielle Melone, Senior Account Executive, Veregy
Ken Demlow, Senior Project Manager - Fiber and Broadband, HR Green
Charles Zitnik, Senior Vice President, Public Finance, D.A. Davidson & Co.

Addresses ICMA Practice Areas: (10) *Service Delivery and* (12) *Financial Management and Budgeting*

Session 2: Unsilo Your Organization Through United Communication

This session will be a case study of a 9-month project completed by Vicarious Multimedia (VM) for the City of Edwardsville. The City Administrator recognized that their decentralized model for communications delivery was creating a 'silo effect' where each department was 'doing their own thing' and not united in their process, voice, or even style of writing and/or digital imagery for communication channels.

VM created a Communications Plan, Policy and Strategy document, provided four different trainings, including 1) PR 101 for elected officials, 2) social media best practices, 3) how to write a press release, and 4) crisis communications for department heads and individuals responsible for supporting communications. VM then took over the communications function remotely for a 4-month period, created several processes to move to a centralized model, and consulted with the city to interview and identify the best candidate to permanently take over the communications function. Finally, VM trained this individual who is now successfully managing city communications through a centralized model and executing processes developed by VM.

Learning Objectives:

1. Identify where your organization may be siloed relating to its communications.
2. Learn how a Communications Plan, Policy and Strategy can be applied to your daily communications strategy.
3. Learn how to initiate processes to unify voice/imagery of your organization, and to strategically reach stakeholders with consistent messaging.
4. Learn about areas of potential deficits within your organization and of trainings available for staff members and elected officials to strengthen communications.

Speakers:

Kevin Head, City Administrator, Edwardsville
Melanie Santostefano, President, Vicarious Multimedia

Addresses ICMA Practice Areas: (2) *Community Engagement*; (4) *Staff Effectiveness*; (6) *Strategic Leadership*; (8) *Policy Facilitation and Implementation*; and (14) *Communication and Information Sharing*

11:45 A.M. – 12:45 P.M.

Luncheon, Business Meeting & ICMA Update

12:45 P.M. – 1:45 P.M.

Talent Attraction: Generational Changes and Trends in the Workplace

Six distinct generations are trying to figure out how to work together. In the U.S. alone, 10,000 people retire each day creating an employee shortage. In 2018, 28% of public sector workers were 61 or older. Millennials are the largest generation in the workforce, yet their presence in government lags far behind the private sector. Due to a higher median age, municipalities need to create an inclusive workplace culture that entices young workers to bring their fresh perspective and unprecedented tech knowledge. The generations following the great communication disruption also have a new set of workplace expectations, beliefs, and values. To recruit and retain Millennials and Gen Z, we all need to understand generational differences to foster healthy communication and collaboration.



Learning Objectives:

1. Learn what distinguishes each generation and why they work and communicate differently.
2. View differences as valuable strengths and find out how to leverage them.
3. Adapt your communication style to a variety of employee needs.

Speaker:

Terra L. Fletcher, Founder, Fletcher Consulting

Addresses ICMA Practice Areas: (3) *Equity and Inclusion*; (4) *Staff Effectiveness*; (6) *Strategic Leadership*; and (12) *Human Resources Management and Workforce Engagement*

1:45 P.M. – 2:15 P.M.

Dessert in Exhibit Hall

2:15 P.M. – 3:30 P.M.

Session 1: Building a Culture that Thrives – Future of Work

Public employers have found themselves in an employment world where expectations regarding flexibility, balance, productivity, and equity among employees are rapidly changing. What has remained the same is the need by all employees to feel valued, engaged in an overarching mission, and connected to their team.

Come join us as our panelists talk about the steps that they've taken to build an employee centric culture, focused on keeping employees engaged through onboarding, development, retention, succession, and separation. Learn about opportunities to update and expand employee policies that honor both employee and employer needs. Gain insight on how to get an understanding and buy-in from elected officials and the community on changes to organizational structures and norms.

Learning Objectives:

1. Provide examples of fostering an environment that makes employees feel valued and part of the team through the entire employment life cycle.
2. Learn ways to implement or update policies that support an employee-centric culture.
3. Identify tools to gain support and understanding from elected officials regarding the changing work culture.

Speakers:

Debra Smetana, Director Human Resources, New Lenox
Scott Eisenhower, Village Administrator, Rantoul
Phil Kiraly, Village Manager, Glencoe

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

Session 2: What's Next for Retail: 2023 & Beyond

What's next for the retail industry in Illinois? With lingering COVID concerns, inflationary pressure on consumers, talk of a world-wide recession, and political disfunction at the highest levels, the industry is undergoing shocking change. Stores are closing, retailers are shrinking store sizes, restaurants are promoting drive-throughs and take-out while reducing or eliminating in-store dining; all while existing and new emerging brands continue to open stores nationwide.

This session will address current retail trends and outline steps necessary for municipal leaders to sustain and grow their sales tax bases. This session will also take a deep dive into what retailers are looking for in making site location decisions.

Learning Objectives:

1. The state of retail and trends for 2023.
2. Retail Isn't dead, just evolving: How to capitalize.
3. How to better position your community to attract retail.
4. Store closings: How to turn a negative to a positive.
5. How retailers make decisions on where they locate new stores.

Speaker:

C. Kelly Cofer, CCIM, Founder & CEO

Addresses ICMA Practice Area: (10) *Service Delivery*

3:45 P.M. – 5:00 P.M.

Session 1: Leaning into Chaos: Lessons on How to Work Through Uncertainty

Local government management offers the opportunity to manage and execute the strategic plan crafted by elected officials in betterment of the community. In times of crisis, managers are asked to pivot and respond to the unpredictable and challenging situations that defy training. It is in these times when we are called to lead and manage effectively. The managers on the panel will share how they not only managed their organizations but led them through extremely challenging situations. They will share lessons on how they maintained focus, supported their organization and continued to advance the services and response to the crisis. The panel will also share advice on how to avoid falling into the traps that can occur in a long-lasting and challenging environment or what to do when you have!

Learning Objectives:

1. Learn from veteran local government managers on how they coped personally in a significantly stressful event for either themselves or their community.
2. Learn how these managers managed internal strife and kept their organization focused on regular operations while juggling a crisis.
3. Examine the tactics they utilized to protect their community and/or organization when resolution was unclear or challenged.

Moderator:

Katy Rush, GovHR USA

Panelists:

Erika Storlie, Village Administrator, East Dundee
Dorothy David, City Manager, Champaign
Kevin Barr, Village Administrator, Clarendon Hills

Addresses ICMA Practice Area: (4) *Staff Effectiveness*; (5) *Personal Resiliency and Development*; and (6) *Strategic Leadership*

Session 2: Empowering and Engaging Leadership Throughout the Organization HPO Model Implementation Perspectives

A high-performance organization (HPO) is a conceptual framework for organizations that leads to improved, sustainable organizational performance through focusing on workplace health and building leaders at all levels of the organization. Research shows that organizations that fit this model all hold a common set of characteristics, chief among these is the ability to recognize the need to adapt to the surroundings that the organization operates in. High performance organizations can quickly and efficiently change their operating structure and practices to meet needs by fostering teamwork, cooperation, and tolerance among staff throughout the organization.

This session will focus on the impact of this framework through a panel discussion with three organizational leaders that have implemented the framework in the organization. Learn how these organizations focus on long term success while simultaneously delivering on actionable short-term goals.

Learning Objectives:

1. Understand the impact of HPO or similar conceptual framework on organizational performance and health.
2. Learn how to systematically encourage leaders at all levels of an organization.
3. Understand how a high-performance model can be implemented in any organization.
4. How to create an organizational environment focused on both long-term success and actionable short-term goals.

Speakers:

David Myers, Chief Building Inspector, New Lenox
Walter Denton, City Administrator, O'Fallon
Aaron Klima, Village Administrator, Shorewood

Addresses ICMA Practice Areas: (4) *Staff Effectiveness* and (6) *Strategic Leadership*

FRIDAY MORNING SESSIONS

9:00 A.M. — 10:15 A.M.

A Lifetime of Learning Bias: The Ongoing Struggle to be Inclusive
Bias is defined as prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. Implicit bias is the bias in judgment and/or behavior that results from implicit attitudes and implicit stereotypes that often operate at a level below conscious awareness and without intentional control. Explicit bias refers to the attitudes and beliefs we have about a person or group on a conscious level. Much of the time, these biases and their expression arise, as the direct result of a perceived threat and are often expressed through stereotypes. We will discuss the danger and absurdity of stereotypes and share strategies for creating a workplace that is welcoming and inclusive regardless of difference.

By the end of the workshop, individuals will be more conscious of their bias, as well as how to manage their bias so it will not negatively impact the person with whom they are interacting. Most importantly, participants will learn and explore the origin of a given bias to eliminate it from their conscious mind and potentially from their subconscious.

Learning Objectives:

Using examples, stories and research, this workshop aims to empower attendees to:

1. Define implicit bias;
2. Identify the impact of implicit bias in the workplace;
3. Identify and use strategies for disrupting or reducing implicit bias.

Speaker:

Marc Perry, Executive Director for Community Action Inc., of Rock and Walworth Counties

Addresses ICMA Practice Area: (3) *Equity and Inclusion*

FRIDAY CLOSING KEYNOTE

10:30 A.M. — 11:30 A.M.

Lessons from my Father: Finding your Greatness

As a popular sports broadcaster, successful entrepreneur and passionate philanthropist, Jarrett's uplifting message, "Lessons Learned from My Father", will present attendees with a unique behind the scenes look at how his famous father helped drive the successful career he enjoys today. His presentation focuses on his 3 P's — Passion, Persistence and Presence. Learn how they tie together in his engaging, inspiring presentation.

Addresses ICMA Practice Area:

(5) *Personal Resiliency and Development*



ILCMA 2023 SUMMER CONFERENCE

CAREER COUNSELING APPOINTMENTS

The ILCMA Membership Services Committee is pleased to offer to conference attendees one-half hour career counseling appointments that can include mock interview and resume review services. These services will be offered by Heidi Voorhees, GovHR USA. Appointments are available on June 8 (10:30 a.m. – 5:00 p.m.). Please contact Dawn Peters at dpeters@niu.edu or call her at 815-753-0923 to schedule your appointment.

SOCIAL EVENT INFORMATION

Wednesday, June 7

Weaver Ridge Golf Club

5100 N. Weaverridge Blvd., Peoria, IL

9:15 A.M. NINE HOLE GOLF AT WEAVER RIDGE

If you plan to participate in the pre-conference ICMA University Workshop and would also like to squeeze in a little golf, sign up for the Weaver Ridge nine-hole golf. Tee off begins at 9:15 a.m. If you are planning to attend the workshop, you will be placed in an early tee time. The charge for nine holes of golf at the Weaver Ridge will be \$42 (includes golf and cart) and is payable at the time of registration.

[SIGN UP](#)

10 A.M. 18 HOLE GOLF AT WEAVER RIDGE

The scramble tournament is \$70 (includes golf, cart, and prizes) and is payable at the time of conference registration. Shotgun start is at 10:00 a.m.

[SIGN UP](#)

6:00 P.M.—9:00 P.M. JOIN US IN THE WAREHOUSE DISTRICT AT GONE AXE THROWING

Gone Axe Throwing is Peoria's first and only indoor axe throwing venue and bar that makes you feel right at home in their cozy lodge-like space right in the heart of the Warehouse District. After dinner is served you can join your colleagues in one of the escape rooms or a rage room where you can smash things and blow off some steam. If you're feeling nostalgic there are pinball games too! And of course, there's axe throwing plus wall climbing. Shuttle service from the Sheraton Hotel to Gone Axe Throwing will begin at 6:00 p.m. and the last shuttle will leave Gone Axe Throwing at 9:15 p.m.

Thursday, June 8

6:00 P.M. — 8:00 P.M. DINNER AND ILCMA AWARDS PROGRAM AT FOUR POINTS SHERATON

8:00 P.M.—11:30 P.M. EVENING AT THE RIVER STATION

The River Station was constructed in 1899 by the Chicago, Rock Island & Pacific Railroad as a railroad station & freight house and sits directly beside the Illinois River. River Station has three restaurants and covered outdoor seating with views of the river. Each attendee will be provided with two tickets to be used on a beverage of choice at the River Station establishments. Cash bars are available after you have used your tickets. We will begin the evening in the private Creve Coeur Club for hors d'oeuvres, drinks and music. Shuttle service from the Sheraton Hotel to the River Station will begin at 8:00 p.m. and the last shuttle will leave River Station at 11:45 p.m.

ILCMA 2023 SUMMER CONFERENCE

ACCOMMODATIONS

FOUR POINTS SHERATON

500 HAMILTON BLVD. PEORIA, IL 61602 Phone: 309-306-3424 x 0 by Sunday, May 7th,
2023 **Room Rates:** \$115 plus taxes & fees

Be sure to mention the ILCMA room block. Room block will be released on May 7, 2023.
After this date, reservations will be accepted on a space available basis only.

[CLICK HERE!](#)

THREE EASY WAYS TO REGISTER

ONLINE

ilcma.org/conferences

FAX

815-753-6900

MAIL

Send completed registration form and payment to:
Outreach Services Registration Office
Northern Illinois University
DeKalb, IL 60115
Phone: 800-345-9472

REGISTRATION DEADLINE

REGISTER BY JUNE 2, 2023

*For a full refund, you must cancel your registration by June 2, 2023.
There is a \$50 cancellation fee after this date.*

REGISTRATION RATES

ILCMA Member (includes all meals): \$250
First time attendee* (includes all meals): \$175
Student (includes all meals): \$50
Student Scholarships are available!
Non-ILCMA Member (includes all meals): \$425
Pre-Conference Workshop: \$35

Dress: Business casual

How to Save on Costs:

Carpool with your colleagues from a neighboring community.
Share a room (especially nice to invite an MIT to be your guest).

*First 10 online registrations for NEW corporate (voting) members who are first time summer conference attendees are free. There will be 5 waivers for managers/administrators and 5 waivers for assistants/assistant to/management analyst. Fees are waived for "in transition" managers and spouses/partners.

PARKING: \$25 for Tuesday 1/2 day, Wednesday – all, Thursday – all, Friday 1/2 day with in and out privileges. This is a negotiated discount, and you **MUST PAY AT TIME OF REGISTRATION TO RECEIVE THIS RATE!**

Normal rate is \$17/day.

Riverview Parking, 118 NE Madison St., Peoria, IL

CONFERENCE COMMITTEE

Peggy Halik, Assistant Village Administrator, Woodridge
Glen Cole, Assistant City Manager, Rolling Meadows
Jennifer Huson, County Administrator, Jackson County
Jeff Fiegenschuh, City Manager, Rochelle
Kurt Carroll, Village Administrator, New Lenox
Cory Plasch, CP2 Consulting, Inc.
Katy Rush, GovHR
Regan Stockstell, Village Manager, Richton Park
Jigar Desai, Rusin Law
Chris Strom, Senior Consultant, Public Sector Advisory, Baker Tilly
Margo Ely, Executive Director, IRMA
Michael Hall, City Manager, Sycamore
Scott Eisenhauer, Village Administrator, Rantoul
Ben Roesler, Assistant Village Manager, Lincolnshire
Jenny Jones, Executive Director, Bedford Park Clearing Industrial Association
Roger Nulton, Equitable
Joel Clousing, 457 Consulting Group
Mary Otto, Management Analyst, Deerfield
Danielle Melone, Veregy
Joe Carey, Assistant Village Manager, Carol Stream
Cassandra Hiller, Assistant County Administrator, Lake County
Scott Coker, City Administrator, Macomb
John Harris, a5 Branding & Digital
Dawn S. Peters, Executive Director, ILCMA
Special thank you to our hosts in Peoria:
Kimberly Richardson, Assistant City Manager, Peoria
Debbie Van Sickle, Economic Development Manager, Peoria
Patrick Urich, City Manager, Peoria