



FCCMA 2017 Annual Conference

**INNOVATIVE AND ENTREPRENEURIAL
LEADERSHIP IN TIMES OF CHANGE**

ANNOUNCEMENT

May 31 - June 3, 2017 • Hilton Orlando

**Paid registration is required to receive your housing information, so sign up early! See page 7.
Register online and save — see page 8.**



TENTATIVE SCHEDULE

WEDNESDAY • MAY 31, 2017

8:00 a.m. - 7:00 p.m.

Registration Desk Open

9:00 a.m. - 11:00 a.m.

Pre-Conference Workshop - Ethics in Today's World (Part 1)

Meeting your ethics requirement can sometimes be a sleepy challenge. This fast-paced, relevant and topical session will keep you awake and engaged...and will meet your four-hour annual requirement. This session will break down into four segments that will explore the "it's legal, but is it ethical" question, give insight into recent ethics decisions, discuss political will and personal ethics, and end with a review of actual ethical dilemmas. The second half of the workshop will take place after a break for lunch on your own.

1:00 p.m. - 3:00 p.m.

Pre-Conference Workshop - Ethics in Today's World (Part 2)

Pre-registration and a separate registration fee of \$49 is required. Registration is limited to 120 people.

3:00 p.m. - 5:00 p.m.

County Session - Regional Planning and Development

What does good planning look like for counties 20 years out as population and density continue to increase, and we transition from rural to urban in some areas? In places where the county has plans to provide urban services, how does that match with cities that have their own plans, including annexation plans? Joint planning agreements, promoting nodal development and regional services collaboration are all issues to be explored when discussing regional planning. This session will look at different county models related to growth management and how counties and cities can work together in this area.

Full conference registration is not required to attend this session, but pre-registration is requested.

5:15 p.m. - 6:00 p.m.

ICMA-RC Workshop - 10 Question Guide to Retirement

Transitioning into and through retirement can be rewarding and challenging. So having a plan is important. We'll focus on 10 key questions you should ask: from savings to Social Security and Medicare, and managing your investments, withdrawals and taxes.

5:30 p.m. - 6:00 p.m.

First-Time Attendees' Orientation

All new attendees are encouraged to attend this session where the FCCMA officers and staff will be introduced. Tips will be given on how to get the most from the conference and there will be plenty of time for questions and answers.

6:00 p.m. - 8:00 p.m.

Good Ideas Center Open/President's Welcome Reception

THURSDAY • JUNE 1, 2017

7:30 a.m. - 5:00 p.m.

Registration Desk Open

7:45 a.m. - 8:45 a.m.

Continental Breakfast in the Good Ideas Center

7:45 a.m. - 3:45 p.m.

Good Ideas Center Open

Door prizes will be awarded during lunch and the 3:15 p.m. refreshment break.

9:00 a.m. - 10:30 a.m.

Opening General Session - From Homeless to Harvard

With a story so powerful it was made into a movie, **Liz Murray** shares her fascinating, inspirational message of growing up with two drug-addicted parents who she began supporting at the age of 10. Homeless at 15, the death of her mother was the wake-up call that made her break free of her circumstances and pursue a different path for her life. While living on the streets of New York, she completed and graduated from high school in just two years. Overcoming horrible odds, she won a full scholarship and was accepted to Harvard University. Murray offers one of the most moving, elegant and uplifting tales you will ever hear.

9:00 a.m. - 5:00 p.m.

Résumé Review Appointments

Professional recruiters have been invited to meet one-on-one with attendees to discuss their individual résumés and the current job market. If you are interested in signing up for an appointment, contact Carol Russell at (850) 222-9684 or crussell@flicities.com. Early reservations are recommended as there may be limited availability on site.

THURSDAY CONTINUED...

9:00 a.m. - 5:00 p.m.

Financial Planning Appointments

ICMA-RC financial planning consultants will be providing individual financial planning sessions on Thursday and Friday. If you are interested in signing up for an appointment, contact Carol Russell at (850) 222-9684 or crussell@fcities.com. Early reservations are recommended as there may be limited availability onsite.

10:30 a.m. - 11:00 a.m.

Refreshment Break in the Good Ideas Center

11:00 a.m. - 12:15 p.m.

Concurrent Sessions**Session 1 - Strategies for Building the Workforce of Tomorrow**

The Local Government Research Collaborative (founded by the Alliance for Innovation and ICMA) identified six action strategies for preparing the workforce of tomorrow: reinvent human resources; revamp antiquated policies and procedures; make government an employer of choice; focus on talent management; create a culture that values and engages employees in meaningful ways; and leverage technology. This session will dive deeper into these action strategies and what it takes to make them happen within a government organization.

Session 2 -The Drones Are Coming!

How are communities, businesses and governments leveraging and regulating unmanned aerial systems? The FAA's recent change in regulations clarified federal requirements for drone flights, in turn making it easier for commercial entities to take to the skies. How can unmanned aerial systems benefit your community? Who's flying these things anyway? Learn what you need to know and more in this fun, high-flying adventure.

Session 3 - Innovations in Managing Municipal Infrastructure Service Across the Enterprise

This case study features a citywide initiative to coordinate the delivery of services across 20 departments in Bismarck, N.D. The primary goal was to link customer request management and work management systems to route, fulfill and collect valuable data for sustaining and improving delivery of services. This interactive session will use "Poll Everywhere" to allow attendees to vote on their most common service delivery challenges and develop solutions together.

12:15 p.m. - 1:45 p.m.

Buffet Lunch in the Good Ideas Center

Join fellow participants and exhibitors in the exhibit hall for networking opportunities and a great lunch, as well as the chance to win some door prizes. This lunch is included in your registration fee.

2:00 p.m. - 3:15 p.m.

Concurrent Sessions**Session 1 - The Importance of Emerging Leaders Groups**

We've all heard about the retirement wave, but now we are starting to see it. Many organizations are answering with emerging leaders groups to identify high potential talent in hopes of preparing them for advancement within their organizations. But is it working? How can an organization make the most of its emerging leaders groups? Presenters will summarize what they have done with emerging leaders groups, followed by an interactive conversation on how this could be most meaningful to current and future generations.

Session 2 - Evaluating the City Manager: Best Management Practices

Manager performance reviews can be challenging given their public nature, frustration on the part of reviewers and reviewees, and, often, a lack of honest communication for the manager to gauge their leadership of the organization. This session will provide an overview of best management practices for review processes from across the country, and include tools that every manager can use in their next review.

THURSDAY CONTINUED...

Session 3 - Data Innovation for Utility Financial Survival

Water sales are the lifeblood of water utilities. In most communities, the volume of water sold is directly proportional to utility revenue. Our utilities are already dealing with the structural reductions in water consumption – more efficient fixtures, increased awareness of water waste –and the effects of raising rates on water consumption. Today, there is another specter: regulated conservation. This session will identify simple and meaningful ways of ensuring the financial survivability of our utilities, while facing water issues head on.

3:15 p.m. - 3:45 p.m.

Refreshment Break in the Good Ideas Center

Final door prizes will be drawn.

3:45 p.m. - 5:00 p.m.

General Session - Economic Outlook for Florida and the U.S.

Stan Geberer, Senior Associate with Fishkind & Associates, will present a discussion of current economic conditions in the U.S. and Florida and provide a short-term economic forecast. Highlights will include: interest rates, inflation, the GDP forecast and economic policy at the national level, as well as Florida's population and employment growth forecast, housing market outlook, demographic and geographic considerations. Government budget implications, property valuations and the local effects of national economic policy will also be discussed.

5:15 p.m. - 6:15 p.m.

Celebrating Professional Management - FCCMA's 2017 Awards Presentation

Be sure to join your colleagues for this special event to recognize FCCMA's 2017 award winners.

Dinner on your own.

9:00 p.m. - 11:00 p.m.

Dessert Reception

Join your colleagues for a late-night reception featuring mouth-watering desserts and great conversation. This is an event you don't want to miss and is included with your registration fee.

FRIDAY • JUNE 2, 2017

7:30 a.m. - 4:30 p.m.

Registration Desk Open

7:45 a.m. - 8:45 a.m.

Continental Breakfast

7:45 a.m. - 8:45 a.m.

Inspirational Breakfast - God's in Our Corner in Our Challenges and Victories

Carl Schwing, city manager of Bonita Springs, will discuss God's work in times of celebration, as well as in times of trial. Using reference to scripture, personal job changes and God's affirmation during these times of change, he will focus on an especially challenging event he experienced as an appointed interim city manager, among other topics.

Pre-registration and a separate registration fee of \$35 is required.

9:00 a.m. - 10:15 a.m.

General Session - Innovation for Communities: A Smart Future

Futurist and strategist **Jim Stikeleather** will discuss recent changes in society, business and even individuals, and how those changes foretell a change in what is necessary for our cities and communities to grow and thrive. He will outline a short journey of progress in the past and suggest how to enable, facilitate and accelerate progress in the future. The changing nature of economic friction will totally invert the traditional view of how to grow a community, and civic and economic infrastructure will begin to merge. The systems of the economy, business and government will become inextricably connected to an individual's total societal experience. A short cheat sheet of innovation, its three applicable governmental forms and how to get started will be provided at the end of the session.

9:00 a.m. - 1:00 p.m.

Financial Planning Appointments

See page 2 for details.

9:00 a.m. - 5:00 p.m.

Résumé Review Appointments

See page 3 for details.

FRIDAY CONTINUED...

10:30 a.m. - 11:45 a.m.

Concurrent Sessions**Session 1 - Are Cars Driving the Future?**

How will your community deal with the coming of driverless cars? Should communities be taking a backseat in the development of the piloted car? Will driverless cars drastically change your community? Hear from industry experts on the current state of the technology and the hurdles it has yet to face. We will tackle questions such as "When my computer hits your computer, whose fault is it?" and "When will Skynet go self-aware?"

Session 2 - Lightning Round Sessions: Ideas in 15 Minutes or Less

In speed rounds of no more than 15 minutes each, this session will cover the themes of the conference: technology, leadership and cost of service. Each presentation was chosen based on its ability to inspire, teach or engage the audience. After all three rounds, there will be time for a brief question-and-answer session, allowing the audience to dig deeper into any of the three presentations.

Session 3 - Keeping PACE with the Latest in Property Improvement Financing Options

Property Assessed Clean Energy (PACE) programs have the ability to impact larger goals at the local level. Activating a PACE program in your community helps create jobs, increases economic investment, helps local contracting firms grow, and reduces energy costs and insurance premiums for property owners. Learn how policymakers are using PACE as a mechanism to achieve environmental, energy and economic development goals. This session will explore several case studies showing how communities are applying PACE programs to meet a variety of policy objectives.

12:00 p.m. - 1:30 p.m.

Luncheon and Annual Business Meeting

1:45 p.m. - 3:00 p.m.

Concurrent Sessions**Session 1 - To Festival or Not?**

Approving festivals within your community comes with great impact, both positive and negative. Is the cost to your community worth the economic impact, elected official pride and the impact to the daily operations of the community? Do you limit the number of festivals and events, and how do you find a balance between economic development and community events?

Session 2 - Lessons Learned from Hurricane Matthew

2016 was the most destructive hurricane season in Florida since 2005. When is the last time you updated your CEMP or your COOP? What can you do to maximize your potential reimbursement from FEMA? Do you know how other local nonprofits or overlapping jurisdictions will respond after a disaster? This session will cover some of the lessons learned by cities and counties throughout the state regarding these issues so that you will be better prepared before a disaster strikes.

Session 3 - Engaging Citizens Every Day and During a Crisis

From potholes to broken sidewalks to graffiti, St. Petersburg citizens can submit issue reports directly to city staff using both a website portal and a custom mobile app. The city uses this powerful citizen engagement technology for everyday municipal issues, but it also performs well when unexpected, "disruptive" events emerge. The crowd sourced platform can be leveraged "organically" in the critical periods just after a crisis, facilitating a more organized response effort.

3:15 p.m. - 4:30 p.m.

General Session - Journeys: Balancing Professional and Personal Life in the Local Management Profession

The popular journeys session is back. This year's session will focus on how leaders in the local government management profession balance professional and personal life decisions. This can be a stressful profession that not only takes its toll on you, but your family. In this session, our colleagues will share how they have handled their lives' journeys in hopes that their experiences can serve as beacons for others.

TENTATIVE SCHEDULE

FRIDAY CONTINUED...

6:30 p.m. - 9:30 p.m.

Friday Night Social - FCCMA Game Night

We've got a little something for everyone at this year's Friday Night Social. Whether you enjoy playing casino games, such as blackjack and poker, or one-on-one games like pool, ping pong or darts, or even singing and dancing along with an interactive DJ, you'll find it all here. This event is included in your registration fee and includes a full buffet dinner.

SATURDAY • JUNE 3, 2017

8:00 a.m. - 9:45 a.m.

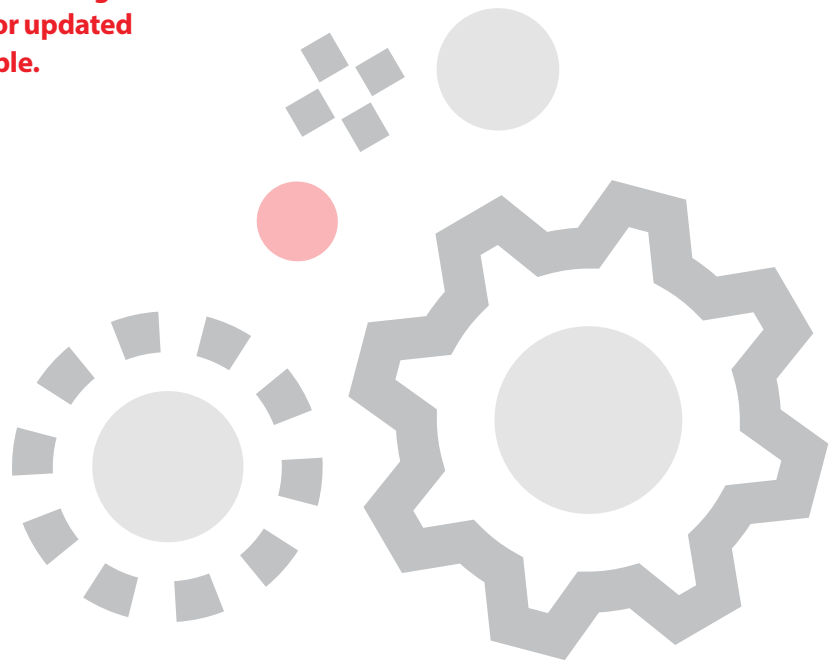
Closing Breakfast - Leadership Lessons

Reverend Jeffrey Brown was one of the key architects behind the "Boston Miracle," which saw the violent crime rate among that city's youth plummet by 79 percent over a decade. Today, as the president of RECAP and co-founder of My City at Peace, he works with faith groups and local governments to stop gang violence. He will discuss collaborative leadership, community building and what it takes to institute real change in organizations of all stripes.

This is a tentative schedule and subject to change. Please check our website at www.fccma.org for updated conference information as it becomes available.

ICMA PRACTICES

This conference will address most ICMA Practice Groups. The final conference program will indicate group practice hours where applicable so members may plan their best use of conference time for credentialing purposes. For more information, contact: Carol Russell, FCCMA, P.O. Box 1757, Tallahassee, FL 32302-1757; (850) 222-9684; or crussell@flicities.com.



CONFERENCE HOUSING INFORMATION

The **Hilton Orlando** will serve as the conference hotel. It is located at 6001 Destination Parkway in Orlando, just off International Drive near the convention center. The hotel phone is (407) 313-4300. FCCMA has secured the special rate of **\$169** per night, single or double, for conference participants. Overnight self-parking is offered at the reduced rate of **\$10** per night. **NOTE: The Hilton will not accept any reservations at this time. See below for more details.** Click [here](#) for complete information on the hotel.

ROOM RESERVATION PROCEDURE

In order to protect our room block for conference registrants, it is our policy that no one will receive housing information **until we have received your PAID registration**. Once your registration is paid, you will be sent housing information via email. **NOTE:** If you register online, but choose to mail in your check, you will not receive your housing information until your registration is **paid**.

Please note that the reservation cut-off date at the hotel is **May 8, 2017**. It is important that you register for the conference early so you have plenty of time to make your reservations. **Availability is on a first-come, first-served basis**. Remember that we are unable to guarantee reservations for anyone, nor the exact date on which the hotel block will sell out, **so please register early**.

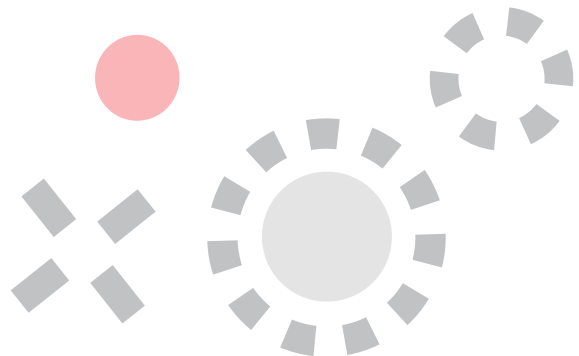
IMPORTANT – POLICY REGARDING RESERVATION CANCELLATIONS AND ADJUSTMENTS

In recent years, FCCMA has experienced a disturbing trend with its room block at conference hotels. Individuals will book rooms for the entire length of the conference, making it appear as if the room block is sold out and forcing other registrants off-property, only to cancel or shorten the length of their stay at the last minute. This has greatly inconvenienced other guests and left FCCMA at risk of steep hotel penalties.

Due to these experiences, the FCCMA Board made the difficult decision to enforce penalties for abuse of the room block. **FCCMA will reserve the right to assess a \$50 penalty to any registrant making significant adjustments to his or her reservation within three weeks and up to the conference.**

We understand that some cancellations or adjustments are unavoidable. However, we simply ask that, when making your reservations, **you only block for dates that you are sure you will be able to attend**. If you have any doubts about the length of your stay, please do not make your reservations until you are sure. This will benefit all registrants trying to secure a reservation in the host hotel, and will protect the association from financial harm.

We thank you in advance for your cooperation and consideration.



REGISTRATION INFORMATION

ADVANCE REGISTRATION PROCEDURE

All participants are encouraged to register in advance to avoid any delays at the conference registration desk. Click [here](#) to register online or fill out and return the conference registration form with check payment to FCCMA Annual Conference, P.O. Box 1757, Tallahassee, FL 32302. No registrations will be processed without payment in full.

DEADLINE

Registration forms must be received no later than **May 12, 2017**. If you are unable to meet this registration deadline, please register on-site at the conference.

REFUNDS

In the event prepaid registrants find it impossible to attend the conference, a letter mailed to FCCMA, emailed to mhowe@flcities.com or faxed to (850) 222-3806 and received by **May 12, 2017**, will authorize a refund. All refunds will be processed after the conference. A \$25 administrative fee will be deducted from all canceled registrations. Prepaid registrations not canceled by this date will be included in the advance registration count required by the hotel and are not eligible for a refund.

REGISTRATION FEES

Registration fees must accompany all advance registration forms. To qualify for the early registration rate, advance registrations must be received by the **May 12, 2017**, deadline; registrations received after that time will be considered "on-site" and subject to the higher rate. **Remember that you will not receive housing information to make reservations at the Hilton until we receive your PAID registration.**

Registration fees cover admission to all events and refreshment breaks, except those events for which additional and/or pre-registration is required. "Thursday or Friday ONLY" registrations include all regular events for that day only. See the schedule of events and registration form for details.

Name badges or tickets are required for entrance into any activity or to enjoy the refreshment breaks.

REGISTER ONLINE AND SAVE!

Registration fees may be paid online via Visa or MasterCard, or through the mail by check. All full registrations paid for online will be subject to a \$25 discount, but you must register **and pay** online to receive this discount.

REGISTRATION FEE OPTIONS

Registration Type	Received by May 12, 2017		After May 12, 2017
	Online Payment	Check Payment	
FCCMA Member	\$390	\$415	\$440
Additional Registrant From			
Same Government*	\$360*	\$385*	\$440*
Non-Member Government	\$500	\$525	\$550
Retiree/Student	\$85	\$110	\$135
Thursday ONLY**	\$195**	\$195**	\$220**
Friday ONLY**	\$195**	\$195**	\$220**
Adult Guest†	\$85†	\$85†	\$100†
Child (under 18) †	\$10†	\$10†	\$50†

*No multi-registrant discounts will be allowed after **May 12, 2017**.

**Includes all regular events for Thursday or Friday only.

†**Guests are defined as family members**, i.e. spouse or partner, teens and children. Guest registrations are not for use by other government or company employees. *Children must also be registered in advance.*

FCCMA 2017 CONFERENCE REGISTRATION FORM

HILTON ORLANDO • MAY 31 - JUNE 3, 2017

Full Name: _____ First Name or Nickname: _____
(as you wish it to appear on your badge)

Title: _____ Affiliation: _____
(city, county or organization, etc.)

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

First-Time Attendee? Yes No

ICMA Student Chapter Member? Yes No

If you are registering a guest or child, please complete the following:

Adult Guest Full Name: _____ First Name or Nickname: _____

Adult Guest Full Name: _____ First Name or Nickname: _____

Child (under 18) Full Name: _____ First Name or Nickname: _____

Child (under 18) Full Name: _____ First Name or Nickname: _____

Please complete the Registration Information on the following page.

Note: Be sure to send in **BOTH** pages of the registration form. Registration **CANNOT** be processed without both pages.

Cancellation Policy

Because of the requirement for advance attendance guarantees, cancellations must be received and confirmed in writing by **May 12, 2017**, to entitle registrants to a refund of registration fees. A \$25 administrative fee will be deducted from all refunds. All refunds will be issued after the conference.

Special Needs

If you are physically challenged and require special services, or if you have special dietary needs, please attach a written description to your advance registration form.

Please return to: FCCMA Annual Conference, P.O. Box 1757, Tallahassee, FL 32302. Payment must accompany each registration. No purchase order or phone registrations accepted. **Remember that you will not receive housing information to make reservations at the Hilton until we receive your PAID registration.**

NOTE: If you are registering multiple individuals from a single government to take advantage of the special discount, these registrations must be sent in and paid at the same time.

Payment Information:

Amount Enclosed (enter total from back of registration form): \$ _____

NOTE: This form is for use with check payments only. To receive the reduced registration fees, register and pay online with Visa or MasterCard.

REGISTRATION INFORMATION

See page 8 for restrictions on these registration types.

Registration Fees	By 5/12/17	After 5/12/17	Total Fee
FCCMA Member	\$415	\$440	\$ _____
Additional Registrant From			
Same Government	\$385	\$440	\$ _____
Non-Member Government	\$525	\$550	\$ _____
Retiree/Student	\$110	\$135	\$ _____
Thursday ONLY	\$195	\$220	\$ _____
Friday ONLY	\$195	\$220	\$ _____
Adult Guest	\$85 x ____	\$100 x ____	\$ _____
Child (under 18)	\$10 x ____	\$50 x ____	\$ _____

Special Events

Additional registration is required for these events. Please indicate your attendance and include additional fees where required:

Wednesday			
Ethics Session	_____ @ \$49	_____ @ \$49	\$ _____
County Session	_____ @ \$0	_____ @ \$0	\$ _____
Friday			
Inspirational Breakfast	_____ @ \$35	_____ @ \$35	\$ _____

Grand Total Due (enter this amount on front of registration form): \$ _____

