



Conference Program

2014 Spring Conference
 Embassy Suites
 Oakleigh Ballroom C
 1200 Conference Center Blvd.
 Murfreesboro, Tennessee 37129

Wednesday, April 23, 2014

10:00 am - 12:30 pm	TCMA Executive Board - Wynthrope Boardroom
1:00 pm - 1:30 pm	Welcome - President's Report, Executive Board Meeting Update, TCMA Update - TCMA President Bill Hammon (Alcoa) ICMA Update - Lee Worsley, Deputy County Manager (Durham Co., NC) and ICMA-VP to Tennessee will update members on ICMA initiatives.
1:30 pm - 2:45 pm	Elected Officials Expectations of a City Manager/Administrator - Receive guidance and advice from a distinguish panel of Mayors including the Honorable Tommy Bragg (Murfreesboro), Dr. Ken Moore (Franklin), Betsy Crossley (Brentwood) and Lane Curlee (Tullahoma). Jody Baltz (Tullahoma) to moderate session.
2:45 pm - 3:00 pm	BREAK
3:00 pm - 3:30 pm	Recognition of GOLD Sponsors - 3 strong supporters of ICMA will be provided up to 10 minutes each to address the members.
3:30 pm - 4:45 pm	Demystifying ISO Fire Rating System - Learn how the evaluation rating system works and what it means relative to public safety and property insurance rates in your community. Is there a cost effective rating level to achieve? Learn the "ins and outs" from a panel including Dennis Wolf (MTAS), Brad Bain (ISO Representative), and Brian Goss - Fire Chief (Brentwood). Victor Lay (Spring Hill) to moderate session.
4:45 pm - 5:15 pm	TCMA Committee Meetings - members not yet involved with a committee are encouraged to select one of interest and listen/participate in the discussion. See web page for information on standing TCMA Committees.
5:30 pm until?	Hospitality Suite - Sponsored by Cumberland Securities.
6:45 pm until?	Dinner on Your Own

Thursday, April 24, 2014

7:00 a m - 8:00 a m	<i>Breakfast (complementary for Embassy Suites guests)</i>
8:00 a m - 9:45 a m	<i>Lincoln on Leadership</i> - A highly interactive morning session based on leadership principals and methods used by one of our greatest Presidents; how those were applied, and how they can be applied by City Managers in today's workplace. During the session, participants will assess their own leadership style, understand the difference and importance of the task and people orientations of leadership, and learn the Situational Model of leadership and how to use it. Session leaders - Pat Hardy and Jeff Broughton (MTAS)
9:45 a m - 10:00 a m	BREAK
10:00 a m - 11:45 a m	<i>Lincoln on Leadership</i> - continuation of the morning session.
11:45 a m - 1:00 p m	<i>Lunch</i> - Provided by TCMA Plus Update Reports from TCMA Committees - Oakleigh Ballroom B
1:00 p m - 2:30 p m	<i>What Cities Can Learn From Marketers</i> - Cities are facing limited revenue growth, increasing demands for services, and communication challenges in this "connected" world. Learn how can cities take a page from the private sector and better market city services and themselves. Matt Carmichael and Mike Barber (Livability.com).
2:30 p m - 2:45 p m	<i>MTAS Update</i> - Jim Thomas (MTAS)
2:45 p m - 3:00 p m	BREAK
3:00 p m - 3:15 p m	<i>Update on September 2014 ICMA Conference in Charlotte</i> - Rob Lyons (Murfreesboro) and Lee Worsley (ICMA-VP)
3:15 p m - 3:30 p m	<i>Recognition of Graduate Students</i> - Brief introductions from students interested in internships and careers in local government.
3 30 p m - 4:45 p m	<i>Manager Evaluations - How to Obtain Meaningful Feedback From Your Board and Staff</i> - Receiving constructive feedback is difficult in the public arena with the sunshine law, etc. Is there a better way, or right way? A panel of veteran Managers will discuss techniques and approaches to obtain meaningful feedback on performance. Panel includes Rusty Treadway (Sevierville), Tony Massey (Columbia), John Campbell (Kingsport), and Mark Watson (Oak Ridge). Ted Rogers (Collegedale) to moderate session.
5:30 p m until?	<i>Hospitality Suite</i> - Sponsored by Cumberland Securities.

6:30 p m until?	<i>Dinner on Your Own</i>
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Friday, April 25, 2014

7:00 a m - 8:00 a m	Breakfast (complementary for Embassy Suites guests)
8:00 a m - 8:30 a m	<i>Recognition of GOLD Level Sponsors</i> - 3 strong supporters of TCMA will be provided up to 10 minutes each to address the members.
8:30 a m - 9:45 a m	<i>The Secrets to an Effective Economic Development Program</i> - Why do some cities move ahead economically despite the economic slowdown? Insights on lessons learned, things to know and do to facilitate tax generating development and employment opportunities in your community. Panel includes Bill Hammon (Alcoa), Angie Carrier (Johnson City), Rob Lyons (Murfreesboro), and Terry Harrison (Pulaski). Eric Stuckey (Franklin) to moderate session.
9:45 a m - 10:00 a m	<i>BREAK</i>
10:00 a m - 11:00 a m	<i>Are There Generational Differences in the City Management Profession?</i> - Do younger professionals think and approach work and decision-making differently than "Baby Boomers"? If so, how can we bridge the gap between the old and new generation? Panel includes Seth Sumner (Savannah), Tracy Baker (Sevierville), Jennifer Moody (Columbia), and Brian Koral (Atoka). Roger Campbell (Maryville) to moderate session.
11:00 a m - 12:00 Noon	<i>Update from the State Capitol</i> - With the Tennessee General Assembly winding down its 2014 session, hear the latest information on the significant activities and actions that will impact local governments in the coming year. Chad Jenkins (TML)
12 Noon - 12:15 pm	<i>Closing Comments</i> - TCMA President Bill Hammon (Alcoa)