

# WELCOME

## HELLO COLLEAGUES,

On behalf of the Conference Planning Committee, we welcome you to the 2017 MCMA Annual Conference at Grand View Lodge in Nisswa, MN. The Committee has worked hard to offer a memorable professional development opportunity for members at every stage in their careers.

This year's conference theme is "Designing our Communities, Designing our Connections." We have an excellent group of general session speakers and a great series of roundtables so that members can bring takeaways back to their own communities. Additionally, feedback from previous years has shown that one of the most important components of the conference for attendees is networking and getting to know colleagues, so we wanted to ensure that would be a large part of this year's event.

When looking at the schedule, you'll see a couple new or different items from previous years. On Thursday, you may notice an unfamiliar face in the back of the room during the sessions. This is Timothy Foss, the founder of "More Belief", a visual storytelling company. Timothy will be documenting the discussions that we have throughout the day on Thursday, and following the conference, you will receive his completed book in the mail (you can see an example of his work on the cover of your brochure). Additionally, there will be two opportunities for members to participate in a food packaging service project during Thursday's roundtables. All of the packaged meals will go to a food shelf at Forestview, a school in the Brainerd area. Finally, instead of a Thursday night speaker, there will be an interactive activity following dinner in which you will have the opportunity to get to know more about your colleagues and why they are in the local government profession.

If you are attending the conference for the first time, we encourage you to take advantage of the First Time Attendee/New Member welcome on Wednesday afternoon. Conference committee members will be there to greet you and answer any questions you may have about the conference. Committee members will also have a pink "Planning Committee" ribbon on their name badges this year—so feel free to ask them questions at any time.

We hope that everyone has a great three days at Grand View Lodge. Thank you, again, to the wonderful conference planning committee for putting together such a great event. And, thank you to our great colleagues for your support!

**Laurie Hokkanen and Jackie Schwerm**  
Conference Committee Co-Chairs

## GENERAL INFORMATION

### Some helpful hints:

- Planning committee members, identified by pink ribbons, are eager to hear your comments and suggestions for this year's event, as well as for the future.
- A full hot breakfast buffet will be available on Thursday and Friday morning in the Heritage Room of the Main Lodge. For those looking to grab just a beverage and pastry, a morning break will be available each day in the Gull Lake Center Lobby.
- Watch for an online evaluation of the conference, which will be emailed to you next week.

### About your nametag:

- Nametags are required for admittance to meals. You will also find a meal identification card in your nametag. **Please bring this with you to the Awards Dinner on Thursday, and place it on the table in front of you to expedite dinner service.** If you ordered a box lunch for Friday, you will also have a ticket for that box lunch in your nametag. You will not be given a box lunch without your ticket.

### Book Orders

- If you ordered one of the books by our speakers, you may pick it up at the registration table anytime during the conference. No additional books will be available for purchase during the conference but order forms are available if you are interested.

# SPONSORS

## THANK YOU TO OUR SPONSORS!

Eight conference sponsors, represented by the logos below, are partnering with MCMA in presenting the Spring Leadership Institute. Bolton & Menk, 2017 Platinum Sponsor, will present an optional breakfast session Friday morning on success stories for an engaged team & community. Please note: this session will be held in Headwaters (downstairs in the Main Lodge).

### Platinum Sponsor



### Service Project Sponsor



### Bronze Sponsors



## CONFERENCE COMMITTEE MEMBERS

**Laurie Hokkanen, Victoria (Co-chair)**  
**Jackie Schwerm, Waconia (Co-chair)**

**Chad Adams, Albert Lea**  
**Becky Ahlvin, Cottage Grove**  
**Geralyn Barone, Minnetonka**  
**Jim Brimeyer, Huelife**  
**Lindy Crawford, Tonka Bay**  
**Trish Curtis, JCI**  
**Brian Heck, Montgomery**  
**Logan Martin, Rosemount**

**Peyton Mastera, Dilworth**  
**Bruce Messelt, Chisago County**  
**David Murphy, East Grand Forks**  
**Mike Sable, Hennepin County**  
**Lisa Schaefer, Edina**  
**Kevin Watson, Vadnais Heights**  
**Craig Waldron, Hamline University**

## CONFERENCE STAFF

**GTS Educational Events**  
**Dolly Parker** — Conference Management  
**Michelle Showalter** — Marketing  
**Kim Wielinski** — Registration



### About GTS Educational Events

GTS Educational Events designs, convenes and supports educational programs that engage, inspire and inform. Since 1976, GTS has served government agencies and civic organizations with educational event planning and management to ensure they have the knowledge and skills needed to make positive change for themselves and the communities they serve.

# Minnesota City/County Managers Association Educational Conference

*"Designing Our Communities, Designing Our Connections"*



May 3-5, 2017 • Grand View Lodge • Nisswa, Minnesota



Presented By  
**Minnesota City/County Management Association**  
in cooperation with *Minnesota Association of County Administrators*

# PRESENTERS / FACILITATORS

**Chad Adams, Albert Lea**  
**Geralyn Barone, Minnetonka**  
**Bill Craig, Senior Advisor**  
**Lindy Crawford, Tonka Bay**  
**Mike Ericson, Centerville**  
**Bart Fischer, Oakdale**  
**Timothy Foss, More Belief Visual Storytelling**  
**Kevin Frazell, League of Minnesota Cities**  
**Mike Funk, Maplewood**  
**Irina Fursman, Chief Facilitator & OD Practitioner, Huelife**  
**Dr. Richard Fursman, Organization Development & Change Expert, Huelife**  
**Sarah Klumpp, Senior Vice President & Consultant, Waters & Company (A Springsted Company)**  
**David Limardi, ICMA**  
**Kristi Luger, Excelsior**  
**Peyton Mastera, Dilworth**  
**Maria Carillo Perez, Coon Rapids**  
**Lon Pluckhahn, ICMA**  
**Aaron Reeves, Rochester**  
**Ellen Richter, White Bear Lake**  
**Charlene Stevens, Cottage Grove**  
**Bob Thistle, Senior Advisor**  
**Kevin Watson, Vadnais Heights**

We take pride in our work throughout the Midwest. Because we live here too.



We treat each community as if it were our own... Many times it is.



## ABOUT TIMOTHY FOSS & MORE BELIEF VISUAL STORYTELLING

Tim brings over 20 years of experience working as a fine artist, and entrepreneur in the creative industry. He founded "MORE BELIEF" to tell a new story that closed the gap between the arts and leadership. After receiving a masters in visual storytelling in Boulder, Colorado – a hotbed of entrepreneurship – he discovered his art could be strategic. His most rewarding creative project is building a team that can amend the former disconnect between wellness and success. He is stunned by the creativity of his clients, and is building a community of partners and associates that propel MORE BELIEF to innovate.

**ABOUT MORE BELIEF:** Strategic art for creative, transformational leaders in the form of live-event illustration (graphic recording) and animated video.

## A Special Thanks to MCMA's Service Project Sponsor:

## IMPROVEMENTS CAN PAY FOR THEMSELVES.



At Johnson Controls, we know that inefficient equipment leeches thousands of energy and water dollars annually. So we partner with you to assess, prioritize and implement energy efficiency improvements that ultimately pay for themselves.

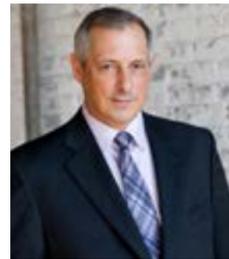
For every \$1 you put into an energy solution today, you save \$3 tomorrow. And up to 26 jobs may be created in your community.

We call it Building Efficiency. You'll call it a saving solution to help your community thrive.

Contact your local Building Efficiency expert or visit us at [www.johnsoncontrols.com/localgov](http://www.johnsoncontrols.com/localgov)



# GENERAL SESSION SPEAKERS



## TONY BUETTNER

Tony Buettner is a National Speaker and is the Senior Vice President of Business Development at Blue Zones. Featured at such events as The Aspen Institute and Estes Park Institute, Tony performs at around 80 events per year. One of Tony's primary tasks is that of Project Manager for Blue Zones Projects; His work encompassing strategic planning, operations, and the facilitation of successful implementation of all Blue Zones Community projects. Tony brings direct knowledge and insight of the Blue Zones expeditions, research, and insights into those populations to help them live longer, better. His experience gained during his participation on expeditions with Dan Buettner, his brother, and his over 30 years of world travel, bring pertinent experience in the understanding of health and wellness as it relates to populations and cultures. Tony's day-to-day responsibilities at Blue Zones offer deep insight into the research that forms the foundation for the product development and implementation of the methodology behind the Blue Zones Projects. This interaction brings deep-seated understanding to how Blue Zones interfaces in the six sectors of communities that include policy, worksites, restaurants, grocery stores, schools, and with individual engagement. His background in quality management systems complement the rigor and thoughtfulness in developing a scalable product model as well as one that can be sustained in the Blue Zone Project communities.



## TOM FISHER

Tom Fisher is the Director, Metropolitan Design Center, and Professor Emeritus, and former Dean of the College of Design at the University of Minnesota. Thomas Fisher specializes in design thinking and systems design.

Educated at Cornell University in architecture and Case Western Reserve University in intellectual history, he previously served as the regional preservation officer at the Western Reserve Historical Society in Cleveland, the historical architect of the Connecticut State Historical Commission in Hartford, and the editorial director of Progressive Architecture magazine in Stamford, Connecticut.

He has lectured or juried at over 40 different schools of architecture and 60 professional societies, and has published 35 book chapters and over 250 articles in various magazines and journals. Named a top-25 design educator four times by Design Intelligence, he has written extensively about architectural design, practice, and ethics. His newest book, Designing our Way to a Better World (Minnesota) was released in Spring 2016.



## SCOTT NELSON

Scott Nelson, Senior Partner at Clarity Central, is a certified effectiveness coach. His emotional intelligence, authentic feedback and ability to teach personal awareness have been at the core of his success as an executive coach and corporate trainer.

Prior to Clarity Central, Scott worked at Mayo Clinic as a conflict resolution mediator for patients and physicians. His coaching experience spans internationally and involves several industries as well as many different organizational and personality types.

Scott earned his B.B.A. at the University of Wisconsin Eau Claire with postgraduate work in ontology as a graduate of the Ideal Coaching Academy in Minneapolis. He has worked with people of incredibly varied backgrounds, from African Maasai tribes in Tanzania, to executive leaders in corporate America, to teachers in local high schools.

## ABOUT THE ARTIFACT ACTIVITY – THURSDAY EVENING

One of the critical takeaways that we hope participants leave the conference with is how the connections that we have to each other, as colleagues and friends, are vital to our success and fulfillment. In an increasingly isolated political/cultural/physical climate, how can we hope to impact connections within our communities without starting with our own connections?

To that end, the Conference Planning Committee is orchestrating a unique exercise on Thursday evening. Rather than bringing in a speaker as typical, we are going to share with each other. Please consider the following:

"Take a moment to look around your office. Look at the things that hang on the walls, that rest on the bookshelf, that might be scattered on your desk or pinned to your bulletin board. What are these things? Where did they come from? Who gave them to you? How many times have they moved with you, from office to office? Why do you keep them?"

These items are your artifacts. They tell a story to you. They tell a story about you to those who enter your workspace.

At dinner on Thursday, we're going to share a little bit about those artifacts with each other. After you've had a chance to reflect on your artifacts, please choose one and either bring it, or take a photo of it. Be prepared to share a 1-2 minute story about the artifact with those at your dinner table."

Following dinner, a pre-selected group of 8-9 individuals will be sharing their artifact stories with the larger group.

# AGENDA

## Wednesday, May 3, 2017

1:30 PM	Demystifying the Recruitment Process - Sharon Klumpp, Dr. Richard Fursman & Irina Fursman	Gull Lake Center
3:30 – 7:00	Conference Registration	Gull Lake Center (GLC) Lobby
4:30	Guaranteed Time for Room Check-In	Main Lodge
4:30 – 5:00	First Time Attendee/New Member Welcome Reception	GLC Lobby
5:00 – 6:00	Get-Acquainted Reception	GLC Front Lawn (Grand Ballroom, if rain)
6:00 – 7:30	Dinner Buffet	GLC Front Lawn (Grand Ballroom, if rain)
7:30 – 9:00	<b>KICKOFF GENERAL SESSION: Blue Zones</b> — Tony Buettner	Grand Ballroom
9:00	President's Reception	GLC Lobby

## Thursday, May 4, 2017

7:00 – 8:30 AM	Breakfast	Heritage Room (Main Lodge)
7:30 – 8:20	<b>OPTIONAL MORNING SESSION: ICMA Session</b> — David Limardi and Lon Pluckhahn	Lake Margaret
8:30 – 10:00	<b>GENERAL SESSION: Blue Zones</b> — Tony Buettner and Chad Adams	Grand Ballroom
10:00 – 10:15	Refreshment Break	GLC Lobby
10:15 – 12:00 PM	<b>GENERAL SESSION: Designing Our Way to a Better World</b> — Thomas Fisher	Grand Ballroom
12:00 – 1:00	Lunch	Heritage Room
1:15 – 2:45	<b>AFTERNOON PROGRAM OPTIONS: FACILITATED ROUND TABLE DISCUSSIONS &amp; PANELS</b>	

### Professional Development

**1:15 PM: MCMA FY 2018 BUDGET UPDATE** (Kevin Frazell)

**1:45 PM: ICMA SPEAKERS**

**2:15 PM: ETHICS HOT TOPICS/STICKY SITUATIONS** (Bruce Messelt)

### Connections

**1:15 PM: ASK THE SENIOR ADVISORS** (Bill Craig and Bob Thistle)

**1:45 PM: MANAGERS IN TRANSITION** (Mike Funk, Maplewood, MN; Mike Ericson, Centerville, MN; Charlene Stevens, Cottage Grove, MN)

**2:15 PM: NEW MANAGERS** (Peyton Mastera, Dilworth, MN; Lindy Crawford, Tonka Bay, MN; Kristi Luger, Excelsior, MN)

### Service Project

**1:15 PM: SERVICE PROJECT: FUEL UP FORESTVIEW**

**1:45 PM: SERVICE PROJECT: FUEL UP FORESTVIEW (REPEAT SESSION)**

### Bonus:

**2:15 PM: ROCHESTER: DESTINATION MEDICAL CENTER - MAYO CLINIC** (Aaron Reeves, Rochester, MN)

2:45 – 5:00	Work-Life Balance (free time)	
5:00 – 5:45	Reception/Networking	GLC Front Lawn (GLC Lobby, if rain)
5:45 – 6:45	Dinner and MCMA Business Meeting	Grand Ballroom
6:45 – 7:30	<b>ARTIFACT ACTIVITY</b>	Grand Ballroom
	<b>(See description on welcome page)</b>	
7:30	Presentation of the Assistant of the Year & Robert Barrett Manager of the Year Awards	Grand Ballroom
8:30	Evening Activities	

## Friday, May 5, 2017

7:30 – 9:00 AM	Breakfast	Heritage Room
8:00 – 8:50	<b>SPONSOR BREAKFAST SESSION PRESENTED BY BOLTON &amp; MENK</b>	Headwaters
	<b>Creating a Brand for Your Community</b> — Casey Byers, Bolton & Menk	
9:00 – 10:00	<b>GENERAL SESSION: Leading Change: Creating a Culture of Excellence (part 1)</b> — Scott Nelson	Grand Ballroom
10:00 – 10:15	Refreshment Break	GLC Lobby
10:15 – 11:30	<b>GENERAL SESSION: Leading Change: Creating a Culture of Excellence (part 2)</b> — Scott Nelson	Grand Ballroom
11:30	Adjourn (pick up box lunch if you ordered)	GLC Lobby