



CCCMA Winter Conference February 7-10, 2018 Glenwood Springs

Program Draft

Wednesday, February 7

KICK OFF PARTY (time and place, tbd)

Keynote Speaker Randy Fox will offer an interactive icebreaker before the party.

Thursday, February 8

7:45 - 8:30am COLORADO ROOM

Hot Breakfast & Roundtable Discussions

8:30 – 10:00am

DEVEREUX ROOM & Live Streamed in the Colorado Room

Conference Welcome – Wesley LaVanchy, 2017 CCCMA President
& Opening Session, *A Leader Worth Following*

10:00 – 10:30am Break

10:30 – 11:45am

DEVEREUX ROOM

What I Wish I Had Known About Economic Development, an ELGL Panel

Economic Development, while being vital to cities of any size, is often misunderstood in its role serving local government. Equal parts art and science, business and politics, policy and community development, the daily grind for your economic development staff is often very different from others at City Hall. During this session, you will hear from a variety of leaders in this field, from local government to the private sector on what they wish they had known about economic development, and how it can help your city succeed in creating a diverse and sustainable future.

Moderator: Sheryl Trent, SBrand Consulting LLC, Fort Collins, CO

*N. Zach Ratkai, Economic Development Manager, City of Richland, WA
Rich Werner, President & CEO, Upstate Colorado EDC
Ryley Iverson, Founder, Townfolio, Saskatoon, SK, Canada
Richard Sales, Town Administrator, Town of Palisade, CO*

ROOSEVELT ROOM

More Tales from the Range: Learning from the Good, the Bad and the Ugly

CCCMA's Senior Advisors will share the general themes and refrains they are hearing from across the state. Is manager turnover slowing down? Is there a pattern or writing on the wall? How are emerging managers successfully transitioning to managers? Are there tried and true steps? Are personnel or council issues plaguing everyone!? ALL names will be changed for anonymity. *Mark Achen, Penny Culbreth-Graft, Tim Gagen, Craig Kocian, Lee Merkel, and Greg Schulte will be part of this session and also available for individual appointments. Sign up available in mid-January.*

GALLERY ROOM

Sponsor Presentation

11:45am - 1:00pm Lunch on your own

OR Colorado Women Leading Government Lunch & Learn (pre registration required) – COLORADO ROOM

1:00 – 2:15pm

DEVEREUX ROOM

Fast and Furious: 10 Ideas in 60 Minutes

The race to offer tips and tools continues, in this quick paced session presenters will share 60 great local government management ideas in one hour on a variety of hot topics.

Moderator: Michael Penny

ROOSEVELT ROOM

Be the CEO of Your Own Career

2:15 - 2:45pm Break

2:45 – 4:30pm DEVEREUX ROOM

Sustainovation

Nick Kittle

5:00 - 6:30pm COLORADO ROOM Opening Reception

Friday, Feb 9

7:45 – 8:30am COLORADO ROOM

Hot Breakfast & Roundtable Discussions

7:45am ROOSEVELT ROOM

MiT Meeting - Bring your breakfast or coffee to the Gallery room and Join your fellow MiTs for camaraderie, resources, ideas, and support.

8:30 – 10:00am DEVEREUX ROOM & Live Streamed in the Colorado Room, Opening Announcements – Ron LeBlanc, 2018 CCCMA President & *Economic Outlook for 2018*

What you need to know about Colorado economic trends for 2018. The session will highlight key points from different economic sectors relevant to city and county leadership.

Richard Wobbekind, Leed School of Business

10:00 – 10:30 Break

10:30 – 11:45am

COLORADO ROOM

Best Practices are the Enemy of Innovation

Patrick Ibarra

ROOSEVELT ROOM

Controlling the Message: Media Relations for local governments without a PIO

More and more these days, cities and towns need to rely on a variety of media to convey not only community news, but also market themselves and their mission. However, many cities either do not have a full-time public information staff or find it difficult to

share their message in the ever-decreasing traditional media. In this session, an experienced PIO and an accidental PIO will share their stories, wisdom, and strategies on how best to build relationships with the media and your community in order to get the best possible message out.

The session will touch not only on media relations, but also controlling the message through your own social media channels such as Facebook, Nextdoor and Twitter.

*N. Zach Ratkai, Economic Development Manager, City of Richland, WA
Jill McGranahan, Public Information Officer, Arvada Police Department*

**Noon – 1:15pm Lunch sponsored by CIRSA
& CCCMA Annual Meeting with Awards
DEVEREUX ROOM**



Luncheon Sponsor

1:30 – 3:00pm

Corporate Kindergarten, Learning at Play!

Friday afternoon is all about active engagement. Network in some new and fun ways. Some more traditional coaching will be available, too.

3:00 – 3:15pm Break

3:15 – 4:30pm COLORADO ROOM

Go Ahead, Literally; Ask Us Anything

A panel of august bureaucrats to be named will be answering questions from the audience. Literally, ask them anything. There will be Free Beer(!) at this moderated discussion, which is expected to add to the liveliness and usefulness of this discussion. All the cool kids will be there.

4:30 - 6pm Friday Night Reception

Saturday, Feb 10

8:30 – 10:30am

COLORADO ROOM

Breakfast will be followed by discussions with the attendees, then the Quarterly Board Meeting.