GCCMA 2019 FALL CONFERENCE  
November 12-15, 2019  

Tuesday, November 12, 2019  

6:00 p.m. – 7:00 p.m. Welcome Reception – All Attendees  

Wednesday, November 13, 2019  

8:00 a.m. – 9:00 a.m. Breakfast  

9:00 a.m. – 10:00 a.m. General Session #1: Facing Ethical Dilemmas: Recognition, Prevention and Our Response  
This session will review the critical importance of the practice of ethical leadership in contemporary organizations and the pragmatic personal and organizational safeguards managers can employ to thrive and survive under the intense scrutiny of citizens, employees and media.  
Presenter:  
Randall Reid, Southeast Regional Director, International City and County Management Association (ICMA)  
Moderator: Adam Mestres, Morgan County Manager  
ICMA Competency: (1) Personal and Professional Integrity  

10:00 a.m. 10:30 a.m. Break  

10:30 a.m. – 11:30 a.m. General Session #2: Millennials in Local Government Workforce  
In 2020, statistics show millennials will make up about 50% of the workplace and one thing we all can agree on is the “m-word” has been a constant topic of conversation in the workplace over the past few years. This session (led by two local government millennials) will present the honest truth and feedback of millennials who currently work in local government and discuss how local governments in Georgia can better prepare for the “Millennial Flood” and aid in a workplace shift that will not only benefit millennial employees, but everyone.  
Presenters:  
Chelsea Jackson, Douglasville Assistant City Manager  
Teresa Taylor, Decatur Assistant City Manager  
Moderator: Marcia Hampton, GCCMA Vice-President and Douglasville City Manager  
ICMA Competencies: (3) Equity and Inclusion, (6) Strategic Leadership, (13) Human Resources Management and Workforce Engagement and (14) Communication and Information Sharing
11:45 a.m. – 12:45 p.m.  Board of Directors Meeting

11:30 a.m. – 1:00 p.m.  Networking Lunch with Exhibitors

1:00 p.m. – 2:15 p.m.  **Keynote Session: From Devastation to Inspiration**
*Buried alive twice on the day that everyone remembers where they were when America was attacked four times in three different locations, Joe survived with major life threatening injuries. Listen to Joe as he recounts every second of being buried twice, and his road to recovery and inspiring audiences around the world.*

**Presenter:** Joe Torillo  
**Moderator:** Blaine Williams, GCCMA President and Athens-Clarke County Manager  
**ICMA Competency:** (5) Personal Resiliency and Development

2:15 p.m. – 3:00 p.m.  Meet and Greet with Joe Torillo and Break with Exhibitors

3:00 p.m. – 4:00 p.m.  Business Meeting

4:00 p.m. – 5:30 p.m.  Strategic Planning Project Session with Members

5:30 p.m. – 6:30 p.m.  Reception with Exhibitors

Dinner on Your Own

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**Thursday, November 14, 2019**

8:00 a.m. – 9:00 a.m.  Breakfast and Visit with Exhibitors

9:00 a.m. – 10:00 a.m.  **Keynote Session: Change Management: Leading Change – Creating Momentum and Sustaining Organizational Change**
*Successful execution of an organization change begins and ends with people. In fact, the single biggest reason initiatives fail is that organizations often don't spend the time necessary to influence and mold individual behavior in a way that establishes the behavior necessary to create positive, lasting change within the organization. In this session, participants will discover people’s individual changes styles, identify some of the challenges associated with change, and reflect upon their own personal change experiences.*

**Presenter:** Kenya Rutland, Chief Enthusiasm Officer, KJR Consulting  
**Moderator:** Chris Hobby, GCCMA Secretary/Treasurer and Bainbridge City Manager  
**ICMA Competencies:** (4) Staff Effectiveness, (6) Strategic Leadership, and (13) Human Resources Management and Workforce Management

10:00 a.m. – 10:15 a.m.  Break with Exhibitors
Concurrent Session #1: Factors that Lead to Civil Unrest in the Wake of Police Involved Use of Force Incidents: A Tale of Two Cities
Since August 9, 2014, the day Officer Darren Wilson shot and killed Michael Brown in the small city of Ferguson MO, large-scale protests after police-involved lethal use of force incidents have become much more prevalent across the country. While there is much academic and public debate on why civil unrest occurs after these most unfortunate events, there is very little scholarly literature that explores the structure of civil unrest events or literature that attempts to explain why and how peaceful protests turn violent. This presentation, through exploratory content analysis of extensive after-action reports, will provide insight into two instances of civil unrest in the wake of officer-involved shootings; the Charlotte, NC civil unrest in the wake of the September 16, 2016 shooting of Keith Lamont Scott and the Minneapolis, MN civil unrest in the aftermath of the November 15, 2015 shooting of Jamar Clark. The study examines the events from the theoretical frameworks of representative bureaucracy and rational crime theory and utilizes a case study comparison and content analysis research design.

Presenters:
Stacey Inglis, Milton Assistant City Manager
Dr. Rich Austin, Milton Police Chief
Moderator: Stacey Inglis, Milton Assistant City Manager

ICMA Competencies: (2) Community Engagement, (4) Staff Effectiveness, (6) Strategic Leadership, (8) Policy Facilitation and Implementation, and (14) Communication and Information Sharing

Concurrent Session #2: Emergency Preparedness: Are You Prepared?
The growing concerns of natural or man-made disasters affecting communities in Georgia have caused disruptions in local government that many have not faced in recent years. This session aims to assist public managers in the ability to identify what processes and best practices they can implement to provide greater response and service to their respective community. In this session, topics will consist of the fifteen (15) Emergency Support Functions and what they mean, Incident Commander Functions, Contracts for Disaster Operations, Communications, Damage Assessment Tools, GEMA/FEMA Reporting and Recovery Plans.

Presenters:
Chris Hobby, Bainbridge City Manager
Shawn Boatright, Camden County Deputy Administrator
Alan Ours, Glynn County Manager


Concurrent Session #3: Innovative Partnerships for Delivery of Local Government Services
To be successful and sustainable, local governments must be creative in how they stretch their resources to provide efficient and effective services for their communities. One way to do so is through partnerships with both public and private organizations. This presentation will describe various forms of partnerships, keys to success, reasons for failure, and examine real-world examples from a small city’s innovative approach of partnering to effectively deliver services for its community.

Presenter:
Stan Brown, Oakwood City Manager  
**Moderator:** Cheri Mathews, Henry County Manager  
**ICMA Competency:** (10) Service Delivery

11:15 a.m. – 11:30 a.m.  
**Break with Exhibitors**

11:30 a.m. – 12:30 p.m.  
**Concurrent Sessions**

**Concurrent Session #4:** *Utilizing the Resources of Georgia’s Regional Commissions*  
This session will highlight the unique resources of Georgia’s Regional Commissions and how these service delivery agencies can help local governments maximize their membership in these organizations and the products the regional commission delivers in your community. Representatives from small and large local governments will speak about the relationship they have with their Regional Commission and what benefits they get from utilizing the services of the Regional Commissions.

**Presenters:**  
Corey Hull, Transportation and Environment Director, Southern Georgia Regional Commission  
Heather Feldman, Executive Director, Georgia Mountains Regional Commission  
Keith Moffett, County Manager, Macon-Bibb County  
Charles Cawthon, City Manager, City of Lavonia  
**Moderator:** Judy McCorkle, Sandersville City Administrator  
**ICMA Competency:** (10) Service Delivery

**Concurrent Session #5:** *Health Programs for Your Organization; The Benefits of Wellness*  
Employee Wellness programs are a relatively new workplace trend, showing positive movement toward benefiting employees and employers. Implementing a successful wellness program within your organization creates mental, physical and personal wellbeing for all employees. Studies have shown that applying these programs within the organization will reduce health costs, improve employee productivity, increase moral and reduce absenteeism.

**Presenter:**  
Pete Pyrzenski, Tifton City Manager  
**Moderator:** Kimberly Greer, Johns Creek Assistant City Manager  
**ICMA Competencies:** (4) Staff Effectiveness, (5) Personal Resiliency and Development, (13) Human Resource Management and Workforce Engagement and (14) Communication and Information Sharing

**Concurrent Session #6:** *Welcome to the #Socialverse – How to be the Superhero of Social Engagement*  
Let’s face it – the social media universe is continuing to expand into our everyday lives and it is no longer a question if government agencies should use social media for community engagement, but a question of how. Join us as we explore the local government #socialverse and make the connections between relationship building, branding and other key aspects of creating a successful engagement program.

**Presenters:**  
Jon Walker, Chamblee City Manager  
Brittney Lindsey, City of Chamblee Special Events and Community Engagement Coordinator  
**Moderator:** Dan Porta, Cartersville Assistant City Manager
ICMA Competencies: (2) Community Engagement, (9) Community and Resident Service, and (14) Communication and Information Sharing

12:30 p.m. – 1:15 p.m.    Lunch with Exhibitors

12:30 p.m. – 1:15 p.m.    Assistant Manager/Administrator Lunch
Facilitators: Kimberly Greer, Johns Creek Assistant City Manager and Shawn Boatright, Camden County Deputy Manager

1:30 p.m. – 4:00 p.m.    Afternoon Activities and Sessions
- Afternoon Activity at Lake Lanier
- Strategic Planning Committee Meeting
- Off-site Tour: Housing and Redevelopment Techniques: What’s in Your Toolbox?
  The City of Gainesville will host a tour of multiple redevelopment projects highlight commercial development and the tools utilized for these successful projects. Transportation will be provided by the City of Gainesville.
  Tour Host: Bryan Lackey, Gainesville City Manager
  ICMA Competencies: (8) Policy Facilitation and Implementation, (9) Community and Resident Services and (10) Service Delivery
- Hot Topic Session: All Things Small Cell
  Representatives from both ACCG and the Georgia Municipal Association will team up to discuss Georgia’s new small cell legislation and its impact on Georgia communities.
  Presenters: Todd Edwards and Ken Jarrard, ACCG, and Charlotte Davis and Rusi Patel, Georgia Municipal Association
  Moderators: Brian Bulthuis, Acworth City Manager
  ICMA Competencies: (8) Policy Facilitation and Implementation, (9) Community and Resident Service and (11) Technological Literacy

5:00 p.m. – 6:00 p.m.    Women in Local Government Networking Reception

6:30 p.m.    Reception and Awards Dinner
This event is for Managers, Administrators, Assistant and/or Deputy Managers and Administrators, Local Government Staff and Dinner Sponsors

Friday, November 15, 2019

8:00 a.m. – 9:00 a.m.    Breakfast and Visit with Exhibitors

9:00 a.m. – 10:30 a.m.    Keynote Session – Thinking Like a Cybercriminal – Security from the Attacker’s Perspective
We read about hacks and breaches on a daily basis, but what do we actually know about these cybercrime groups and how they conduct these attacks? In this session, we will dive into basic hacking techniques, demonstrate what types of tools hackers are using today, examine the scope of these attacks, and discuss best practices on how to protect ourselves and our businesses. Demonstrations
will include Phishing, WiFi attacks, USB based attacks, social engineering, OSINT (Open Source Intelligence) and more. It is only once you understand how the attacker operates that you can defend forward against these attacks.

**Presenter:** Etay Maor, Intsights Executive Security Advisor  
**Moderator:** Chris Hobby, Bainbridge City Manager  
**ICMA Competency:** (11) Technological Literacy

10:30 a.m. – 10:45 a.m.  
**Break with Exhibitors**

10:45 a.m. – 11:15 a.m.  
**Vendor Door Prizes**

11:15 a.m. – 12:15 p.m.  
**Rapid Fire Roundtable Session: Innovations in Local Government**

During this fast-paced array of presentations you will have the opportunity to learn what’s working in four Georgia cities and counties. Each presenter will have five minutes to present an idea, an innovative project, or a successful program. Attendees will be seated at round tables to facilitate an energetic discussion and idea exchange.

**Presenters:**
- Michael Kaigler, Chatham County Assistant County Manager
- Judy McCorkle, Sandersville City Administrator
- Keith Moffett, Macon-Bibb County Manager
- Teresa Taylor, Decatur Deputy City Manager

**Moderator:** Sallie Ann Burnett, Communications Director, Alliance for Innovation  
**ICMA Competencies:** (6) Strategic Leadership, (8) Policy Facilitation and Implementation and (10) Service Delivery

12:15 p.m.  
**Closing and Adjournment**

12:30 a.m. – 2:00 p.m.  
**Program Planning Committee Meeting**