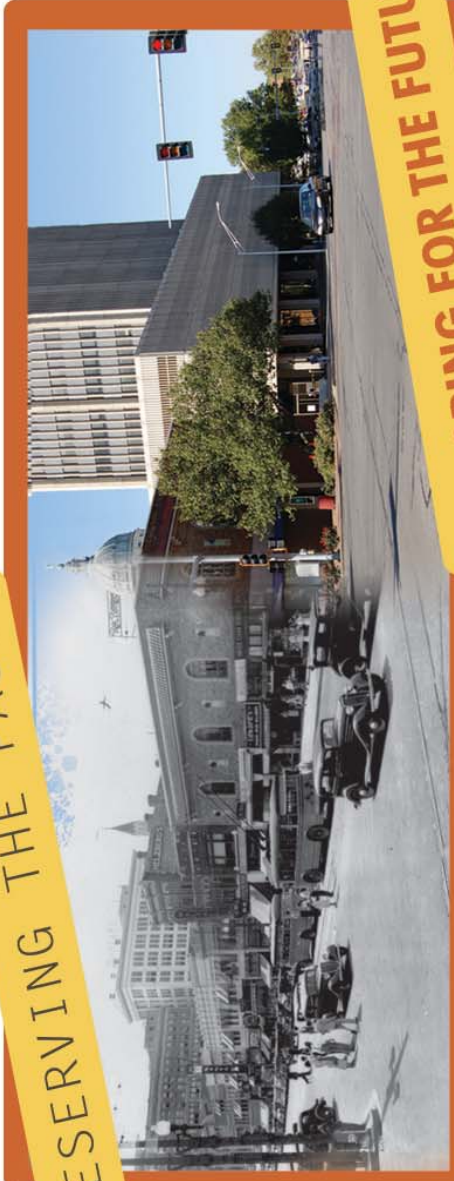


PRESERVING THE PAST,



PREPARING FOR THE FUTURE

2011 ANNUAL KACM CONFERENCE  
**NOVEMBER 30-DECEMBER 2**

# General Information

## Welcome

A significant part of organizational success includes the capacity to reinvent. The City of Topeka has made an impressive effort to grow from a Free State Town into a thriving capital that embraces its history while pursuing cutting-edge production, transportation, and redevelopment. The theme, “Preserving the Past...Preparing for the Future,” focuses on learning from those who have succeeded professionally in the hope of equipping managers with the tools to succeed going forward. Highlights will include approaches for government to effectively reach constituents through technology. Washburn University President, Dr. Jerry B. Farley, will address principles of leadership and his experiences in working with the public and private sector to promote a stronger community. And the conference will conclude with Sedgwick County Manager Bill Buchanan discussing the keys to managerial success from his career in the public sector.

## Badges/Registration

9:30 a.m. - 5:00 p.m. Wednesday, November 30 at the Maner Conference Center  
7:30 a.m. - 5:00 p.m. Thursday, December 1 at the Maner Conference Center

## Transportation

Transportation is provided for Wednesday evening’s social event at the Kansas Museum of History, and Thursday for the Touring Topeka: Yesterday & Today mobile outing and evening social. The schedule is as follows:

Wednesday, November 30, depart from the Capitol Plaza Hotel at 5:30 p.m., go to the Kansas Museum of History, return to the hotel at 8:00 p.m.

Thursday, December 1, depart from the Capitol Plaza Hotel at approximately 1:45 p.m. for a tour of Brown V. Board of Education, and Gage Park/Children’s Discovery Center, then head to the Topeka Civic Theatre for dinner & a show. The buses will then return to the hotel at approximately 9:30 p.m., or immediately following the performance.

## Evaluation

This year’s conference evaluation will be sent electronically to each registered attendee via Survey Monkey. Please take a moment to complete the evaluation form. Your comments and ideas help us plan future KACM conference agendas.

## Contact Numbers

Capitol Plaza Hotel (785) 431-7200

## Future Conferences

2012 - December 5-7, in Dodge City

2013 - December 4-6, in Emporia

# Wednesday, November 30

9:30 a.m. - 5:00 p.m.

Registration  
(Maner Conference Center)

10:00 a.m. - 12:00 p.m.

Manager's Discussion Forum: Attracting New Workers to the Public Sector  
(Maner Conference Center - Shawnee A)

With a startling number of baby boomers slotted to retire, local governments will soon face the prospect of replacing a significant number of employees. This is an increasing challenge as resources are scarce and the skepticism towards government grows. This forum will provide an opportunity to learn how government can best attract and retain talent in the workplace. *Presented by:* Lori Carnahan, Human Resources Manager, Lawrence; J.D. Lester, City Manager, Chanute; Nick Gregory, City Administrator, McPherson; and Jacque Russell, Director of Human Resources, Topeka

1:00 p.m. - 5:00 p.m.

ICMA Workshop: (separate registration required)  
Managing in Difficult Political Environments  
(Maner Conference Center - Shawnee A)

Through the use of interactive media, real-life situations, and group discussion, this workshop will explore the challenges faced by public sector managers when local politics reaches the breaking point and the manager becomes the focus of attacks from elected officials and citizens. Workshop participants will learn to recognize the warning signs of community unrest, gain insight into the manager's unique role, examine personal and organizational costs, review the media's role-for good and ill, and put the "fun" back in dysfunctional. *Presented by:* Craig Rapp, Director, Local Government Solutions and ICMA Consulting Services

Snack Break

Sponsored by: People Service, Inc.

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

Opening Dinner at the Kansas Museum of History  
(6425 SW 6th Avenue)

Join us for a great dinner and social outing at the Kansas Museum of History. The exhibits will be open to tour at your leisure. From the earliest people to the recent past, the Kansas Museum of History impresses visitors with amazing artifacts and interactive displays. Learn the tragic history of Bleeding Kansas and the Civil War, stroll through a full-sized train, sit in a 1950s diner, and much more.

Sponsored by: [Kansas.gov](http://Kansas.gov) & Piper Jaffray

**Transportation:** Buses will depart from the front entrance of the Capitol Plaza Hotel at 5:30 p.m. Last bus leaves from the Museum at 8:00 p.m. **Transportation sponsors:** Jim Heinicke, LLC, Bartlett & West, Central States Capital Markets & Westar Energy

8:30 p.m. - 10:00 p.m.

Hospitality Reception

(Capitol Plaza Hotel - Emerald Ballroom I & II)

Sponsored by: Professional Engineering Consultants

8:00 a.m. - 5:00 p.m.

Registration

8:00 a.m. - 9:15 a.m.

Breakfast

(Maner Conference Center - Sunflower Ballroom)

Sponsored by: George K. Baum & Company

Communication has always been central to government, and that principle has evolved with the advance of technology. From paper and pen to the Guttenberg Press, technology has improved the capacity of people and government to circulate ideas about important issues. As government continues to maneuver through the Information Age, the question regularly arises as to how government can maximize technology to reach constituents. This session will provide an arena to analyze the tools available to city and county managers through a technical review of the new KACM website, while leading into a discussion as to how government can most effectively use technology to serve. *Presented by:* Tanner Lucas, Branch Manager for New Boston Creative Group & Former Public Information Manager for Garden City

9:30 a.m. - 10:45 a.m.

**General Session: Leadership & Community: Using our Past to Plan our Future**

Washburn University President Dr. Jerry Farley

(Maner Conference Center - Shawnee Ballroom)

Washburn University is an institution that has consistently dealt with change. The school arose soon after the Civil War from abolitionist leaders who believed in the principle of individual rights. Washburn spent much of its existence as a municipal university intertwined with local government—distinctly a part of Topeka. The school also changed in response to the devastating 1966 tornado, an event that still shapes the university today. From the beginning, Washburn University has understood that knowing one's history is essential to effective planning for the future. In this keynote address, Washburn President, Dr. Jerry Farley, will discuss how your community can use this principle to thrive.

In 1997, Jerry Farley became the 14th President of Washburn University following an extensive career in finance and business affairs at several other higher education institutions.



Dr. Jerry Farley

10:45 a.m. - 11:00 a.m.

Break

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

Concurrent Workshops Session I

(1) Modeling Leadership: Lessons From the Buford M. Watson Recipients

(Maner Conference Center - River Room)

Buford M. Watson, Jr., former City Manager of Lawrence, earned a reputation as

a manager who modeled excellence in his work based on his capacity to provide meaningful customer satisfaction. Watson was also known as an individual who nurtured new members of the profession and promoted professional management in Kansas. Because of his legacy, KACM annually presents the Buford M. Watson Award for Excellence in Public Management, and this year will be an opportunity to hear from members dating back to the inception of the award in a discussion led by 2010 winner Larry Paine, and 2006 winner Randy Riggs.

## (2) Involving the Public Early and Well (Maner Conference Center - Pioneer Room)

In 20 focus groups with citizens in Kansas and Missouri, Consensus ConsultingKC has learned that the number one complaint citizens have about the way they are engaged by their governments is not being consulted at the front end of a decision-making process. Citizens say by the time they are asked to give testimony at a public hearing, they feel like the decision has already been made and they are only allowed to react to that decision. What citizens say they want is to be involved early in the process, to have time to get educated, and to be allowed to help frame the issues in the early stages. In this workshop, ConsensusKC—a non-profit organization devoted to bringing innovation to public policy—will share techniques for involving citizens early and keeping them involved throughout the decision-making process. *Presented by:* Jennifer Wilding, Director, ConsensusKC & Mary Jo Draper, Instructor, ConsensusKC

## (3) Main Street Revival: Movie Theater Redevelopment (Maner Conference Center - Bison Room)

Thanks to digital movie projectors and the dropping cost of technology, Kansas has recently seen a rush of redevelopment as cities reopen movie theaters. The effect has been the potential for new lifeblood to Main Street as redevelopment of the theaters can often lead to even more business development thanks to the steady foot-traffic of movie buffs. Join Allen Dinkel and Ralph Wise as they discuss their experiences with movie-theater redevelopment and the positive impact it can have on the community. *Presented by:* Allen Dinkel, City Administrator, Neodesha; Ralph Wise, City Manager, Russell

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

## Awards Luncheon (Maner Conference Center - Sunflower Ballroom)

Outstanding accomplishments by KACM members will be recognized during the annual awards presentation. In addition to the annual KACM awards, the program will also include the Public Improvement Awards presented by ACEC of Kansas.

*Sponsored by:* ACEC of Kansas & Black Hills Energy

2:00 p.m. - 9:30 p.m.

## Touring Topeka: Yesterday & Today

Buses will depart from the front entrance of the Capitol Plaza Hotel at approximately 2:00 p.m. for the Touring Topeka event, then head directly to a reception and dinner at the Topeka Civic Theatre. The buses will return to the hotel immediately following the show.

## Thursday, December 1

- Monroe Elementary as a Place of Learning: Brown v. Board of Education
- A New Gage Park: Kansas Children's Discovery Center
- Education to Arts: Gage Elementary & the Topeka Civic Theatre

The City of Topeka has made a concerted effort to reinvent itself through redevelopment. This principle is at the core of the 2011 KACM Annual Conference theme. This mobile session will begin with an exploration of Monroe Elementary and the history of desegregation in Topeka culminating with the Brown v. Board of Education lawsuit. There will also be visits to Gage Park to discover the evolution of the park, which dates back to 1899. The afternoon tour will conclude with a visit to Gage Elementary, a school redeveloped into the thriving Topeka Civic Theater and home to the evening's entertainment, "A Christmas Carol—A Musical."



Kansas Children's Discovery Center

Beverages at TCT Sponsored by: Trane  
Transportation Sponsored by: City of Topeka



Brown v. Board of Education

## Friday, December 2

8:00 a.m.—9:00 a.m.

Breakfast & KACM Business Meeting  
ICMA Update  
(Maner Conference Center - Sunflower Ballroom)  
Sponsored by: Triplett, Woolf & Garrettson, LLC

9:15 a.m.—10:15 a.m.

Concurrent Workshops Session II

(1) Changes & Challenges in Healthcare Panel  
(Maner Conference Center - River Room)

As the federal government implements more portions of the Affordable Care Act, it is increasingly difficult to determine how the healthcare changes will affect employers and employees. City and county managers face the unique situation of evaluating healthcare from both perspectives, and this panel discussion will help you better understand the nuanced field of healthcare and how your community can best provide for municipal employees. *Presented by:* Jim McClean, Vice President for Public Affairs, Kansas Health Institute & Matthew All, General Counsel & Vice President, Public Policy & Human Development, Blue Cross Blue Shield of Kansas

## Friday, December 2

### (2) #You're Fired: The Legal Challenges of Twitter, Facebook, and Social Media in the Workplace

(Maner Conference Center - Pioneer Room)

Do your employees think their jobs are interfacing with their online social lives? Does the Constitution really include the "right to tweet?" To Google or not to Google - is that the question for today's employers? In this session, we'll address the risks and rewards of integrating social media into your workplace. *Presented by:* Vaughn Burkholder, Partner, Foulston Siefkin, LLP & Tara Eberline, Associate, Foulston Siefkin, LLP

### (3) Strategies for Collaboration

(Maner Conference Center - Bison Room)

Last spring, communities across the country watched with anticipation as Google announced the testing-ground location for their ultra-high speed network. When the company unexpectedly announced "Kansas City, Kansas," many observers looked closely to determine how Kansas City scored such a beneficial addition to the community. What they found was a collaborative effort by a unified government—both as a form of government and in practice—between the city and the county. This workshop will highlight the ways that government can collaborate to better serve its citizens. *Presented by:* Joe Reardon, Mayor & CEO, KCK/Wyandotte County & Mike Taylor, Director of Public Relations, KCK/Wyandotte County

10:15 a.m. — 10:30 a.m.

Break

10:30 a.m.—12:00 p.m.

### General Session: Tips From a Career in Service:

Sedgwick County Manager Bill Buchanan

(Maner Conference Center - Shawnee Ballroom)

With experience comes wisdom, and Bill Buchanan has acquired both during his career in public management. Mr. Buchanan has served Sedgwick County for twenty years and faced a wide range of opportunities and challenges. When overseeing a county the size of Sedgwick with a diverse community and interests, it is necessary to provide both leadership and management to keep the county running smoothly. In this general session, Mr. Buchanan will offer some of the keys to his success from a career in public service.

Mr. Buchanan has served communities in New York, Pennsylvania, Michigan and Kansas during a career that has spanned over 40 years. He is past president of the International City/County Managers Association and is active in local and state professional organizations, including numerous Wichita community non-profit agencies. He is an Adjunct Professor at the Hugo Wall School of Urban and Public Affairs and is a graduate of Kent State University and Waynesburg College.



Bill Buchanan

12:00 p.m.

Adjourn

The Kansas Association of City/County Managers would like to extend a special thank you to all of the sponsors for their generous contributions to the 2011 Annual Fall Conference.

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