

**The Association for Pennsylvania
Municipal Management**

and

**The New Jersey Municipal
Management Association**

present the

Annual Managers Conference

May 22-24, 2012



**REGISTRATION
& CONFERENCE
INFORMATION**

**www.APMM.net
www.njmma.org**

Marriott
LANCASTER
AT PENN SQUARE

25 South Queen Street
Lancaster, PA 17603

www.lancastermarriott.com



Tuesday, May 22

12:00 p.m. – 5:00 p.m.: Registration

2:00 p.m. – 5:00 p.m.: ICMA University Workshop

(limited to the first 50 registrants)

Budgetopolis

Budgetopolis is a board game designed by the UNC-Chapel Hill School of Government to help public officials, citizens, and students gain a better understanding of the local government budgeting process. Played in small groups that simulate an elected board, participants begin by agreeing on the most important values of their communities. In rounds that present real-world budget challenges such as natural disasters or state-mandated cuts, players are given alternatives to consider for cutting services or programs, and options to generate revenue. Each “board” works to make strategic decisions that balance finances with long-term impact on their community as they work to maintain their community’s unique characteristics or values.

Budgetopolis simulates a municipal budget process and contains the budget items that municipalities control.

The School of Government has also developed a county version that replicates county budgets.

Speakers: Doug Bean, Adjunct Instructor, and Donna Warner, Public Leadership Program, School of Government, UNC-Chapel Hill

5:30 p.m. – 7:00 p.m.: Opening Reception

Join your peers and vendors as they arrive for the conference! Enjoy an assortment of hors d’oeuvres, beer and wine to kick off this great event!

9:00 p.m. – 12:00 midnight: Hospitality Suite

Wednesday, May 23

7:30 a.m. – 5:00 p.m.: Registration

7:30 a.m. – 9:00 a.m.: Buffet Breakfast

7:30 a.m. – 8:45 a.m.: First-Timers Breakfast

Join APMM officers, staff and other first time attendees at an informal breakfast to learn more about the organization and its benefits.

7:30 a.m. – 3:00 p.m.: Exhibit Hall Open

9:00 a.m. – 9:15 a.m.: Opening Remarks

Stephanie Mason, APMM President, Doylestown Township and Gary Kratz, NJMMA President, Borough of Waldwick

Wednesday, May 23 *continued*

9:15 a.m. – 10:45 a.m.: *Is It Me or Is It You?*

Creating a Workplace Culture of Civility

One of the purest predictors of future claims experience is the morale of your organization today. While workplace harassment gets the headlines, many other claims have “improper behavior” as their foundational cause. This session highlights the relationship between the organization’s work environment and its future claims for on-the-job injury and third-party liability. This session examines the roles that poor communication skills, personal insecurity and “the rumor mill” play in creating a toxic culture within your organization. Finally, this session will identify evaluation points and action steps designed to enhance the work environment toward a more productive, positive and safer culture.

Speaker: Michael Fann, Director of Loss Control, Tennessee Municipal League Risk Management Pool

10:45 a.m. – 11:00 a.m.: Break

11:00 a.m. – 12:00 p.m.: Concurrent Sessions

• *Municipal Stormwater Control - Dark Clouds and Silver Linings*

If you are a community regulated by a Municipal Separate Storm Sewer System (MS4) permit, you may need to examine your current program to ensure compliance with the current version of the permit, and to understand the changes in the permitting program under the revised general permit - PAG-13. The current version of the permit expires in March 2013. While the revised version is hoped to provide local municipalities with more flexibility to account for local conditions, the fact remains that EPA has been taking hard looks at MS4 communities, and in some cases issuing enforcement orders and administrative penalties for non-compliance. This training is designed to point out the items upon which EPA has been focusing its compliance reviews, and to educate on some of the most important changes to the revised permit.

Speakers: Paul J. Bruder, Jr., Esquire, Rhoads and Sinon, LLP; Paul Cornell, Manager, Swatara Township; and Barry Smith, Manager, Manor Township

• *Lean Performance Management*

Performance management isn’t a new topic for managing local governments, however it’s only been practiced by the largest of cities, until now. This panel session will focus on strategies to implement a Lean Performance Management program. We will discuss challenges and best practices learned while implementing a performance management solution this past year.

Speaker: Mark Nelson, COO, Revelstone

Panelists: Alex McDonald, Assistant Business Manager, Millburn NJ; Dan Olpere, Borough Manager, Perkasio, PA; and Chris Rath, Township Manager, Roxbury, NJ

Wednesday, May 23 *continued*

12:00 p.m. – 1:00 p.m.: Lunch in the Exhibit Hall
Mingle with exhibitors from Pennsylvania and New Jersey during lunch and discover the products and services that are available to you as a municipal manager.

1:00 p.m. – 2:30 p.m.: Strategies to Manage Local Controversy and Disagreement

All municipal officials must problem solve within a sea of people who see things differently, leading to unavoidable disagreements. This workshop provides examples of logic and effective communications to lessen stress and better control controversy. Participants will learn to effectively address the public, local “watchdog groups,” colleagues, neighboring municipalities and other agencies to defuse inevitable disagreements.

Speaker: Kerry L. Moyer, Ph.D., Director of Research and President, The Civic Research Alliance, LLC

2:30 p.m. – 3:00 p.m.: Break and Prize Drawings in Exhibit Hall

One last chance to learn what’s available from all of our exhibitors!

3:00 p.m. – 4:10 p.m.: Concurrent Sessions Recruiting and Retaining the Millennials or How Google Ruined it for All of Us!

The 50 million 20-30 year olds—or the Millennials, as they are commonly referred to—are the most educated generation in our country’s history and yet they have the highest share of persons who are unemployed or out of the workplace. Sometimes by choice. In a recent Per Research study, having a high paying career ranked 5th in importance for the Millennials. This profile should be a perfect fit for public service, but how does a public sector employer attract this creative, energetic, diverse and confident generation of employees? Do we have to create a “Google campus” atmosphere with bicycles, pets, cafes and foosball tables? Do we need to provide them with iphones, ipads, and laptops when they sign on? Join this lively discussion from some experts from each generation about how to recruit, retain, and provide job enrichment for the Millennials and maybe gain a new appreciation for the Gen-X and Baby Boomers among us.

Speakers: Darren Asper, Senior Vice President, Deborah Grass, Senior Associate, Matt Loper, Associate, Katie Stringent, Associate, Delta Development Group

• Unseen Dangers in Your Municipalities: 3 Myths That Can Hurt Revenue, Increase Danger for Executives and Create Negative Press

In the management of a county or municipality, security and safety issues are common. These issues create high liability costs, can cost large amounts of money, and can endanger officials. This presentation addresses three myths:

- Myth 1 - Police are Trained in Threat Management and Security
- Myth 2 - The Only Solution to Problem Bars & Nightclubs is to Cancel Their Permit
- Myth 3 - Reducing Costs Requires a Reduction in Employees

Speaker: Dale Yeager, CEO, SERAPH

Wednesday, May 23 *continued*

4:15 p.m. – 4:45 p.m.: Capstone Presentation: Shared Service–Shared Survival

Speaker: Harry W. Dilmore, Avalon Borough

6:00 p.m. – 6:30 p.m.: Next Generation Committee Informal Meeting

6:30 p.m. – 7:30 p.m.: Reception

7:30 p.m. – 9:00 p.m.: Banquet & Awards Ceremony

9:00 p.m. – 11:00 p.m.: Hospitality Suite

Thursday, May 24

7:30 a.m. – 9:30 a.m.: Continental Breakfast

8:00 a.m. – 12:30 p.m.: Registration

8:30 a.m. – 9:15 a.m.: ICMA Update

Speaker: Michele Meade, ICMA Regional Vice President

9:15 a.m. – 9:45 a.m.: Capstone Presentation: Length of Service Awards Program (LOSAP) for Volunteer Firefighters

Speaker: George Wolfe, Manager, Lower Paxton Township

9:45 a.m. – 10:00 a.m.: Break

10:00 a.m. – 11:30 a.m.: Concurrent Sessions

• APMM Annual Business Meeting & Legislative Update

• NJ State of the Union

Speaker: Marc Pfeiffer, NJ Department of Community Affairs

12:00 noon – 5:00 p.m.: Golf Outing (Optional)

This year’s golf outing will be held at the **Meadia Heights Golf Club**. A boxed lunch at the golf course and two drink tickets will be provided to each golfer. Soda and water are complimentary. *Golf awards ceremony will be at the golf course immediately following the outing.* Visit www.meadiaheightsgolf.com for additional information about the golf course.

12:00 noon – 3:30 p.m.: Segway Tour of Historic Downtown Lancaster (Optional)

There are two kinds of people - those who have tried a Segway PT, and those who haven’t yet had the pleasure. Join your colleagues and you’ll quickly show your Segway Smile. After about 30 minutes of training and practice in our shop, you will hit the sidewalks for an hour to experience historic and progressive Lancaster, its specters, and its architectural marvels. *Lunch included. Must be 16 years of age and weight between 100 and 260 pounds. Sneakers preferred. No heels or open-back shoes. Helmets are provided.*

Dinner (on your own)



Great Reasons to Visit Lancaster

- ① Shop at our famous outlets, funky boutiques, and Amish craft stores
- ② Enjoy rides and entertainment at Dutch Wonderland and Hersheypark
- ③ Check out thriving Downtown Lancaster, with 300 places to eat, shop, and explore
- ④ Get more for your vacation dollar than in most other Mid-Atlantic destinations
- ⑤ Immerse yourself in the local culture and explore the Amish countryside on a horse-drawn buggy ride
- ⑥ Take a steam engine trip to Paradise on the Strasburg Rail Road
- ⑦ Celebrate your creative side at our theaters, art galleries, and music venues
- ⑧ Discover more than 60 friendly vendors and a bounty of freshness combined with an historic atmosphere at the Central Market
- ⑨ Enjoy your stay at a \$170 million, state-of-the-art integrated facility in the heart of downtown Lancaster

Marriott LANCASTER AT PENN SQUARE

25 South Queen Street
Lancaster, PA 17603
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50 South Duke Street

Please call the hotel directly
to reserve your room

(888) 236-2427 • (717) 239-1600

or register online at <http://www.marriott.com/hotels/travel/lmsmc?groupCode=ctyctya&app=resvlink&fromDate=&toDate=>

Be sure to use Group Code CTYCTYA to qualify for our discounted rate!

The Lancaster Marriott at Penn Square is a remarkable presence in vibrant Downtown Lancaster (a National Historic District) near Central Market, the Fulton Theatre, and unique shopping/dining. Lancaster is filled with innumerable experiences including dozens of respected art galleries, Amish culture, Rockvale and Tanger outlets, and rural family adventures.

- Rooms offer posh décor combined with comfortable, contemporary amenities.
- Luxurious pillow-top bedding and delightful amenities revitalize body, mind, and spirit.
- Wireless high-speed Internet available.
- This is a smoke free hotel.

Additional information about the Lancaster Marriott at Penn Square is available at www.lancastermarriott.com.

Overnight
Room Rates at
\$129 per night

*(State and local taxes additional.
Parking \$7 per night)*

Check in: 4:00 p.m.
Check out: 12:00 noon

Please reserve
your room early!
Room block deadline
is April 30, 2012.

*Cancellations with full refund must be made
72 hours in advance of arrival.*

QUESTIONS?

Please contact
Laura Moses
Programs and Marketing
Representative

at 800-352-2766,
717-236-9469 or
lmoses@plcm.org.

REGISTRATION



**SPRING 2012
CONFERENCE**



Annual Managers Conference • May 22 – 24, 2012

Name: _____
 Title: _____
 Municipality/Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Spouse/Guest: _____
 First Time Attendee
 Dietary/Accessibility Needs: _____
 Emergency Contact:
 Name: _____ Phone: _____

ICMA Training (Limited to first 50 registrants)
 University Workshop — Tuesday, May 22

Banquet
 Please indicate Banquet meal selection(s)
 by marking the quantity desired next to the entrée.
 _____ Fish _____ Beef _____ Vegetarian

ALL conference attendees attending the banquet must make a meal selection.

Payment Information

1. On-line registration at **www.APMM.net**
2. Check enclosed (made payable to APMM): Check Enclosed # _____
3. Please charge my credit card (check one): VISA MasterCard Discover

Name as it appears on card: _____
 Card number: _____
 Three-digit security code: _____
 Expiration Date: _____
 Amount: _____
 Signature: _____
 Credit card billing address: _____

Please complete and return with full payment to:

*Registrations
without full payment
will not be processed.*

APMM
 414 North Second Street
 Harrisburg, PA 17101
 or
 FAX to: 717-236-9493

Registration Fees

*(Full conference registration INCLUDES cost of one banquet ticket.
 Daily registrants must purchase banquet ticket separately)

APMM/NJMMA Members (postmarked on or before April 30)
 \$225 = \$ _____

APMM/NJMMA Members (postmarked after April 30)
 \$250 = \$ _____

Non-Members \$275 = \$ _____

Student/Academic Rate . . . \$150 = \$ _____

Spouse or Guest Rate . . . \$150 X _____ = \$ _____

*Daily Registration Indicate days attending
 Tuesday Wednesday Thursday

*Daily Rate \$165 X _____ = \$ _____

*Banquet Ticket (Daily registration only)
 \$70 X _____ = \$ _____

Segway Tour Fee: \$65 X _____ = \$ _____

Golf Outing

Meadia Heights Golf Club, Thursday, May 23

Fee: \$100 X _____ = \$ _____

(includes greens fees, cart, and prizes)

Indicate desired foursome. Requests will be honored if possible.

1. _____
2. _____
3. _____
4. _____

*Registration fees are waived for members in transition only.
 Please indicate comp MIT beside registration fees.*

Totals: • Registration Fee(s) \$ _____

• Banquet Fee(s) \$ _____

• Segway Tour(s) \$ _____

• Golf Fee(s) \$ _____

TOTAL PAYMENT: \$ _____

- **No registrations will be processed without full payment.**
- **Payment required for all on-site transactions. Invoicing is not available.**
- **\$50 Cancellation Fee. • No refunds after May 10, 2012.**

**Association for Pennsylvania
Municipal Management**

Pennsylvania League of
Cities and Municipalities
414 North Second Street
Harrisburg, PA 17101

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