

2010 KLC Conference & Expo  
TENTATIVE AGENDA

**Wednesday, September 15**

9:00 AM – 10:00 AM

**OPENING GENERAL SESSION**

Little Cities = Big Opportunities

Keynote Presenter, Steve Austin, Director, Legacy Center at the Bluegrass Community Foundation

Keynote Presenter, Kim Huston, Author and President and Chief Operating Officer, Nelson County Economic Development Agency

Small is sexy. That's according to Kim Huston, an economic developer from Bardstown, Kentucky and author of *Small Town Sexy: The Allure of Living in Small Town America*. With technology, people can live and do business anywhere. Huston will explore how small towns can harness the romance of small cities where young people can raise families and retirees can access climate, recreation and other amenities.

While the charm of small towns is appealing, Steve Austin will discuss how they can compete on the global stage, for business, talent and people. Austin has more than 23 years as a town and regional planner. What makes your town unique? Does your city embrace healthy policies, culture and diversity? You'll learn how to assess where you are on the global scale as a marketable place to live and do business.

10:15 AM – 11:45 AM

**BREAKOUT SESSIONS**

From Backyard Chickens to Biofuels: Lessons from Kentuckians Who Are Leading the Charge to Make Their Cities More Independent

Presenter: Steve Austin, Director, Legacy Center at the Bluegrass Community Foundation

This session will offer practical examples of the many ways that groups and individuals are working to increase local self-reliance in everything from local food to energy to jobs.

Small Town Sexy: Promoting Your Town's Allure For Its Future Success

Presenter: Kim Huston, Author and President and Chief Operating Officer, Nelson County Economic Development Agency

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2010 KLC Conference & Expo  
TENTATIVE AGENDA

Small town economic development is not just about smokestack chasing anymore but about becoming proactive in defining your community as a great place to live and work. Communities must rethink their economic development efforts and work to promote entrepreneurship and develop a “cool” quality of life factor to not only help lure our best and brightest back home but to also better engage those who never left.

12:00 PM – 1:30 PM

**LUNCH & KEYNOTE**

How'd They Do That? Lessons from How Lexington, KY Attracted the Biggest Sporting Event in North America  
Keynote Presenter: John Long, Chairman, World Equestrian Games Foundation Board

John Long, directly involved in the equine industry for 20 years, serves as the Chairman for the FEI World Equestrian Games to be held in Lexington this year. Mr. Long will discuss what steps were taken for Lexington to win the bid to host the World Games and what the Games will mean for cities of the Commonwealth.

2:00 PM – 3:00 PM

**FACILITATED NETWORKING SESSIONS**

Share ideas, best practices and lessons learned with your peers from cities all across the state. Learn from colleges in other cities who face the same challenges that you do as a city official. Take advantage of this opportunity to make valuable contacts and connections with fellow city officials. Choose from one of the following topics:

1. Community Development

Facilitator: Tad Long, Director of Business Development, NewCities Institute

Guest Speaker: Sherman Bowman, Councilmember, City of Bonnieville

Guest Speaker: Will Cox, Mayor, City of Madisonville

Guest Speaker: Gayle Davis, City Clerk, City of Scottsville

Ever wonder why your neighbors' (i.e. other cities') yards are greener than yours? Does your city struggle to get things done? How do others figure out who should be on the bus and how to convince them to come for a ride? Share your ideas for community improvement and gain some insight on how others who know how to get 'er done!

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2010 KLC Conference & Expo  
TENTATIVE AGENDA

2. Education & Workforce Development  
Facilitators: Carolyn Witt Jones, Special Assistant, Partnership at NewCities, & Tom Prather, Acting President, NewCities Institute

Education and workforce development are the foundation of successful communities. Please share your ideas for improving education and workforce development and learn what other communities are doing to train and educate the workforce of the next generation.

3. Environmental Issues  
Facilitators: Joe Ewalt, Director of Policy Development, KLC; Andrew Stoeckinger, Program Coordinator, Bluegrass Pride

Bring us your questions, best practices and environmental horror stories. We'll make sure you leave with informative publications on new ways of thinking that can build environmental stewardship into your city's existing planning and zoning regulation. There will also be tips on keeping your community in compliance with state water quality requirements and contact information for the people in state government who can help you understand the increasing complex rules for stormwater management.

4. Legislative Perspectives  
Facilitator: JD Chaney, Director of Governmental Affairs, KLC

Come for an open discussion on city priorities for the 2011 session. This is your opportunity to ask questions about the legislative issues that affect your city and find out how you can best advocate in Frankfort.

3:15 PM – 4:15 PM

**WORKSHOPS**

1. Back to Basics – City Spending  
Presenter: Laura Milam Ross, Legal Services Counsel, KLC

This workshop will focus on the legal requirements for expenditure of city funds. It will provide an overview of public purpose spending as well as executive and

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2010 KLC Conference & Expo  
TENTATIVE AGENDA

legislative responsibilities regarding the budget, contracting, procurement, and disposal of surplus property.

2. Making the Best of Your 21<sup>st</sup> Century Soapbox: Using Social Media & Networking to Your Advantage  
Presenter: Sandra Noble Canon, Executive Vice President, Program Policy, Community Ventures Corporation

Wish you knew how to plug into the flow of Facebook, Twitter, MySpace and LinkedIn? Wish you knew what all of the chatter was about? Ever think about how to create a buzz about your goods and services to your constituents? Do you look for new partnerships and alliances? Join us for an interactive session about social networking and building stronger relationships with your constituents, customers and potential partners. We will review and experience the world of connecting using new and traditional techniques.

3. KY Scholars: Is Your City Growing the Best Workforce That Money Can Buy?  
Presenter: Polly Marquette, Director, Kentucky Scholars Initiative

What can city officials do to make certain young people are preparing to compete in tomorrow's workplace? How can you tell when your community is growing the best possible workforce? What's one of the most cost effective ways to get there? Join us for this discussion on how Kentucky Scholars and the Partnership for 21st Century Skills are providing a clear road map for students and their communities as they get ready for the opportunities and challenges that come with a global economy.

4. Understanding Personnel Policies  
Presenter: Mitzi Root, PHR, Senior Consultant, IntegrityHR

This session will discuss the importance of documenting personnel policies and the essential elements to include when developing a policy or handbook. Learn common pitfalls to avoid and how to effectively communicate the policies to employees.

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2010 KLC Conference & Expo  
TENTATIVE AGENDA

**Thursday, September 16**

10:00 AM – 11:30 PM

**CRACKER BARRELS**

This popular series of roundtable discussions offers conference attendees the opportunity to share ideas, opinions and find solutions to a variety of issues in a relaxed, face-to-face environment with your peers. Each roundtable will be hosted by a subject matter expert or someone who has a special interest in that topic.

1. Kentucky Interagency on Homelessness  
Davey King and Melissa Benton, Kentucky Housing Corporation; Jennifer Weeber, Hazard Perry County Community Ministries; Tom Beatty, Cabinet for Health and Family Services
2. Lobbying 101  
JD Chaney, Director of Governmental Affairs, KLC; Tony Goetz, Lobbyist, KLC; Bert May, Lobbyist, Dinsmore & Shohl, LLP
3. Ask-a-Lawyer  
Laura Ross, Legal Services Counsel, KLC; Andrea Shindlebower, Legal Services Analyst, KLC
4. KLC Programs and Services  
Robin Cooper, Chief Member Services Officer, KLC
5. Take the Challenge  
Amanda LeFevre, Environmental Education Specialist, Division of Compliance Assistance
6. Department of Local Government  
Stacia Peyton, Deputy Commissioner, Department of Local Government  
Amy Barnes, State Grants, Department of Local Government  
Harry Carver, State Grants, Department of Local Government  
Lynn Littrell, Federal Grants Executive Director, Department of Local Government
7. Good Ideas Swap  
Terri Johnson, Senior Marketing & Communications Manager, KLC
8. TBA
9. TBA
10. TBA

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2010 KLC Conference & Expo  
TENTATIVE AGENDA

1:30 PM – 2:30 PM

**GENERAL SESSION**

Evolve or Die

Presenter: Robin Crowe, CEO/Founder, Dark Horse  
Recording

Those that respond the fastest to change will be the ones most likely to survive and prosper. It's a message that applies to anyone in any business. Join Robin Crow as he describes his journey from a struggling musician to successful author and entrepreneur. Crow built Dark Horse Recording world class studio compound and getaway from the ground up and now sets the gold standard for innovation and customer service in the recording industry and is home to stars such as Taylor Swift, Faith Hill and Neil Diamond. Crow will inspire you to break free of self-imposed barriers in order to achieve your goals and enrich your life. All attendees will receive a complimentary copy of Crow's boots, *Evolve or Die*.

2:45 PM – 4:00 PM

**WORKSHOPS**

1. Back to Basics – Personnel Policies

Presenter: Temple Juett, General Counsel, KLC

When dealing with any personnel issue, an organization must use an established process which incorporates standards of conduct clearly understood by all parties. This session will discuss ways to create a consistent and unbiased system for decision making.

2. Long Range Planning in Your Community

Presenter: Matt Mattingly, City Manager, City of  
Murray

Learn how the City of Murray used a unique approach with their 2009-10 long range planning project. Discover Murray's success, setbacks, and constraints with their journey to involve city officials, community leaders, business owners and citizens to become more involved in the city's long range planning process.

3. One to One – The ONE Workforce Development Tool  
That Your City Can't Afford to Miss!

Presenter: Polly Lusk Page, Executive Director,  
Northern Kentucky Education Council

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2010 KLC Conference & Expo  
TENTATIVE AGENDA

How do you engage education, business and community to work toward the common expectation that all students will be proficient in literacy? Learn from a panel of leaders how to focus energies from all sectors of a community in working collaboratively to change the odds for children.

2:45 PM – 5:00 PM

**WORKSHOP**

1. The New National Healthcare Law in Your City  
Presenter: Helana Darrow, Partner, Dinsmore & Shohl, LLP

This session will provide an overview of how the new national healthcare reform will affect local governments as employers.

**Friday, September 17**

8:00 AM – 9:15 AM

**BREAKFAST BREAKOUT: NETWORK WITH PEER CITIES**

Grab some breakfast and spend time meeting with colleagues from cities of your same classification to share best practices and get advice from peers on specific issues. Attendees drive the group discussion at a relaxed pace.

1. Merged Governments & Second Class Cities
2. Third Class Cities
3. Fourth Class Cities
4. Fifth Class Cities
5. Sixth Class Cities

9:30 AM – 10:30 AM

**WORKSHOPS**

1. Back to Basics – Ethics  
Presenter: Andrea Shindlebower, Legal Services Analyst, KLC

This course examines the importance of ethical conduct in city government. Participants will hear an overview of Kentucky's ethics laws and regulations that apply to municipal officials, as well as discuss common ethical dilemmas that city officials may face.

2. Grant Writing Part I: Strategic Grants Development  
Presenter: Michael Kannensohn, President, Strategic Funding Group  
Presenter: Jacqueline Long, Grants Consultant, Strategic Funding Group

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2010 KLC Conference & Expo  
TENTATIVE AGENDA

This workshop will explore current grant funding opportunities for cities. Michael Kannensohn will focus on where to find grant monies and what is available to address funding needs of cities, and will also discuss strategic grants planning as a way to more precisely target grant funding sources.

3. Leadership Communities: 5 Key Things Every City Leader Should be Discussing  
Presenter: Carolyn Witt Jones, Special Assistant, Partnership at NewCities  
Presenter: Tom Prather, Acting President, NewCities Institute  
Guest Speaker: Gary Crenshaw, Mayor, City of Lebanon  
Guest Speaker: Tom Lund, Executive Director of Economic Development, Marion County  
Guest Speaker: Roger Marcum, Executive Vice President, St. Catherine College  
Guest Speaker: John G. Mattingly, County Judge Executive, Marion County

Tight budget? Shrinking resources? Collaboration among local leaders is something our citizens have come to expect. We'll share the information that you need to know RIGHT NOW to get your community on the same page.

9:30 AM – 11:45 AM

1. A Taste of Smart Conversations  
Presenter: Tad Long, Director of Business Development, NewCities Institute

Developing consensus takes a lot of commitment to achieve results. If you want your employees, staff and community to be, talk, think and act together, you need a foundation of **Shared Meaning, Authenticity, Respect and Trust**. Join us for a “taste of SMART Conversations” to learn more about these powerful skills. (Great for your personal life, too!)

10:45 AM – 11:45 AM

**WORKSHOPS**

1. Back to Basics – Abandoned & Foreclosed Properties  
Presenter: Donovan Blackburn, City Manager, City of Pikeville

*Please note that all information is subject to change.*

2010 KLC Conference & Expo  
TENTATIVE AGENDA

Presenter: JD Chaney, Director of Governmental Affairs, KLC  
Facilitator: George Cheatham, Mayor, City of Greensburg

As the number of foreclosed properties has increased, some Kentucky neighborhoods have become overrun with blight. While these homes are in foreclosure limbo, many cities are forced to increase policing efforts, as well as maintain the properties at a high cost to taxpayers. Come find out how some cities are handling this issue, as well as how your city can recoup costs through lien priority.

2. Stop Crowding MySpace & Out of My Face(Book)! A City's Guide to Social Networking in the Workplace  
Presenter Joshua Salsburey, Attorney at Law, Sturgill, Turner, Barker & Moloney, PLLC

This workshop will introduce city management and city attorneys to basic “do’s” and “don’ts” for cities considering the use of social network websites like Facebook and MySpace for uses such as screening applicants or monitoring and investigating employee conduct. This workshop will also discuss whether and when the law may allow cities to discipline employees based on things they say or post on social networking websites.

3. Grant Writing Part II: Strategies for Writing a Successful Grant Proposal  
Presenter: Michael Kannensohn, President, Strategic Funding Group  
Presenter: Jacqueline Long, Grants Consultant, Strategic Funding Group

In Part II of the Strategic Grants Development workshop, Jackie Long will present an overview of how to write a grant proposal with emphasis on strategies for strengthening the overall proposal to increase chances of funding.

2:00 PM – 5:15 PM

**CITY ATTORNEY CLE**  
The Landscape of Drug & Alcohol Testing Policies in the Workplace

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2010 KLC Conference & Expo  
TENTATIVE AGENDA

Presenter: Dr. Paula Maionchi, M.D., J.D., MRO of Drug & Alcohol Testing Programs, Occupational Medicine Center

A municipality may not require all employees to submit to random drug testing. Nevertheless, there are instances when a public employer may require drug testing that have been upheld by the courts. Attend this Continuing Legal Education (CLE) opportunity to get more information on when drug testing is appropriate and how to properly administer drug free workplace policies. Application for approval of this activity for 3.0 credits is pending before the Kentucky Bar Association Continuing Legal Education Commission.

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