



***Florida City and County Management Association  
2012 Winter Institute  
“Connecting with Our Communities”***

**February 2-3, 2012  
Westin Hotel, Lake Mary**

A primary undertaking for today’s local government leader is to play a role in facilitating community building. Being part of a community provides a sense of identity, belonging and pride for sharing in something important and bigger than oneself. As community builders, fostering these connections for our citizens is the right thing to do because it promotes democracy and expands support for achieving goals that government cannot achieve on its own.

At the 18<sup>th</sup> Annual FCCMA 2012 Winter Institute, participants will explore how to build rich connections in the communities we serve. Attendees will be provoked in an interactive conversation facilitated by Dr. John Nalbandian, well-known author and Professor at Kansas University. The format for the Winter Institute is highly interactive and will include panel discussions as well as extensive small group breakout sessions.

Topics to be covered:

- **Successful Storytelling- The Relevancy of Local Government in the Lives of its Stakeholders**  
Andy Fletcher, Vice President of Public Relations, University of Florida

Being an effective storyteller is something that eludes many in local government. Good stories take time and patience to develop; but, more importantly, they are relatable to the audience. This segment will look at how local government can connect to the public through the art of storytelling.

- **Effective Neighborhood Communications—Neighborliness and the Trust it Takes**  
Lee Feldman, City Manager, Fort Lauderdale, FL; past president of FCCMA

Communicate! Communicate! Communicate! As local government leaders we hear this admonition time and again. Our challenge is to create a two-way dialogue with our residents and their neighborhoods. Join Lee Feldman, City Manager of Fort Lauderdale in exploring methods to reach one or a thousand residents. Winter Institute participants will collectively craft strategies to get individual neighbors off the couch and engaged in the public discussion of how neighbors can improve their lives and the quality of life for their community.

- **Emerging Technology and Communication Practices**  
Bill Greeves, Director of IT and Communications, Roanoke County, VA; and Tracy Miller, Florida Regional Director and IT Director, Alliance for Innovation

Communicating effectively in a world that is connected in new and dramatic ways provides both opportunity and challenge to local governments. Techniques like the public hearing and citizen newsletter are techniques that serve a purpose, but do they truly establish a conversation among community stakeholders? Today's times call for meaningful interchanges that can help inform while creating a guide to future actions. This segment will focus on the emerging practices to use communications and technology to reach community stakeholders.

- **Employees as Ambassadors**

Joe Durkin, Senior Director of Corporate Communications, bright house Networks.

Ever wish that your employees would provide services in a manner which wows the customer and generates positive letters to the editor only to wake up and have to answer another complaint from a citizen expressing dissatisfaction with their interaction with the City or County? Bright House Networks has implemented a program for frontline employees which empowers employees to go beyond their job description to assist customers in meeting their needs and generating a positive emotional attachment to Brighthouse and the company's services. Learn about the "Bright Eyes" program and discuss how managers can empower employees to implement best practices for their cities and counties and better serve our citizens.

***Registration Information***

You may register on line at the FCCMA website—[www.fccma.org](http://www.fccma.org). The link will take you directly to the registration form. If you prefer to download the form and fax it in, please fax it to Lynn Lovallo, 850.222.3806. If you prefer to mail it with a check, send it to FCCMA, PO Box 1757, Tallahassee, FL 32302. Cost to attend the Winter Institute is \$200. No registration will be accepted until payment is received, and payment may be made by check, Visa or Mastercard only. **Enrollment is limited so please register early.** Cancellations received prior to January 20, will receive a refund; however a \$25 administrative fee will be charged. No refunds will be given after January 20, but other members may be substituted to fill the slot.

***Hotel Information***

The Westin, 2974 International Parkway, Lake Mary, Florida 32746 is the host hotel. Rooms have been blocked in the name of FCCMA. Please call **800-937-8461 no later than January 9, 2012, to obtain your hotel room.** The room rate is \$129 per night.

**Please complete the registration form below if you are faxing the form or sending a check.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

City/County: \_\_\_\_\_ Confirmation Email: \_\_\_\_\_

Email for Contact Information: \_\_\_\_\_

Card Type: VISA    Mastercard (Please circle one)      Faith Breakfast:    Yes     No

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address: \_\_\_\_\_

## 2012 Winter Institute Agenda

### Thursday, February 2, 2012

- 7:00 a.m. Open Registration
- 7:30 - 8:30 a.m. Continental Breakfast
- 8:30 a.m.– 9:00 a.m. Introduction to program with facilitator – John Nalbandian
- 9:00 a.m.– 10:00 a.m. Opening Panel – all provocateurs and facilitator
- 10:00 a.m. – 10:15 a.m. Break
- 10:15 a.m. – 12:00 p.m. First Topic –“ **Successful Storytelling- The Relevancy of Local Government in the Lives of its Stakeholders**” – Andy Fletcher, Vice President of Public Relations, University of Florida
- 12:00 p.m. – 1:30 p.m. Lunch -- *Sponsored by Florida Business Watch*
- 1:30 p.m. – 3:15 p.m. Second topic: “**Effective Neighborhood Communications—Neighborliness and the Trust it Takes**” – Lee Feldman (waiting on confirmation)
- 3:15 p.m. –3:30 p.m. Break
- 3:30 p.m. – 5:15 p.m. Third topic: “**Emerging Communication Practices—Technology**” - Bill Greeves, Director of IT and Communications, Roanoke County, VA; and Tracy Miller, Florida Regional Director and IT Director, Alliance for Innovation
- 6:00 p.m. – 7:00 p.m. Reception sponsored by Government Services Group
- Dinner on your own

### Friday, February 3, 2012

- 7:30 a.m. – 8:30 a.m. **Faith Breakfast – “Dealing with a Medical Crisis—the Power of Faith, Family and Friends”** - Speaker: Chris Holley, Executive Director of the Florida Association of Counties and past president of FCCMA. Special registration required, no additional cost.
- 7:30 a.m. – 8:30 a.m. Breakfast – included with your registration
- 8:30 a.m. – 9:00 a.m. Review of Day 1 by facilitator
- 9:00 a.m. – 10:45 a.m. Fourth topic: “**Employees as Ambassadors**” – Joe Durkin, Senior Director of Corporate Communications, bright house Networks.
- 10:45 a.m. – 11:00 a.m. Break
- 11:00 a.m. – noon Wrap Up/Discussion/Q & A