Support for this conference has been provided by the Carolina MPA Alumni Association and Carolina MPA program. The Deil S. Wright Lecture is generously sponsored by Fidelity Investments and MPA Alumni Association.
THURSDAY, NOVEMBER 6

10–11:30 a.m. Guided Tour: North Carolina Botanical Garden
Fall is a great time to spot native wildflowers in North Carolina. Join us for a 90-minute tour and learn about asters, sunflowers, and other native wildflowers in bloom this time of year. Gain gardening tips on adding a splash of fall color to your home garden, and marvel at one of the Southeast’s premier collections of carnivorous plants, including Venus flytraps, pitcher plants, and sundews.

12:30 p.m. Check-In
1:15 p.m. Welcome
1:30–2:30 p.m. Opening Session and Keynote Address (Room 2603)
“The Future of Public Education”
June St. Clair Atkinson
State Superintendent, North Carolina Department of Public Instruction

2:30–3 p.m. Break
3–4 p.m. Deil S. Wright Lecture (Room 2603)
“Leading the Way with Courage”
The Honorable L. Douglas Wilder
Former Governor of Virginia

4–5 p.m. Reception (Atrium)
6 p.m. Dean’s Dinner (Carolina Club)
“Improving Communities in North Carolina”
Mike Smith
Dean, School of Government
UNC School of Government Dean Mike Smith will host dinner, where the MPA Alumni Association will honor alumna Vi Lyles with the Donald Hayman Distinguished Public Service Award. This event provides an opportunity to reconnect with faculty, network with other alumni, and meet current MPA students.
8:30–9 a.m. Continental Breakfast (Atrium)

9–10 a.m. Concurrent Sessions A

**Leveraging Technology in the Public Sector**

**Streamlining the Budget Process Using Technology** (Room 2401)
Learn how you can use technology to streamline the budget process for a more performance-driven practice, and review new technologies that provide improved efficiency. You will leave this session with at least one project idea that you can implement in your organization in the upcoming fiscal year.

**Speaker:** Tonya Walton, *Budget Analyst, Orange County, NC*

**Changing Dynamics of the Public Workplace**

**Managing Across Generations: The Cultural Competence Journey Continues** (Room 2601)
Explore changing demographics within the workplace and how a wide range of cultural norms and expectations exist even within subgroups. This session will cover the multi-generational workplace, touching on the challenges of younger managers leading individuals with more experience as well as the challenges of experienced managers leading ambitious, young professionals.

**Speakers:** Ursula Baker Hairston, *Assistant Vice Provost, NC State University*; Shawn Purvis, *City Manager, City of Clinton, NC*

**Managing Nonprofit Funding Streams** (Room 2402)
As demand for nonprofit services increases in the face of shrinking government budgets, effectively managing and funding nonprofits is a skill every nonprofit professional should practice and master. This session will address the challenges, strategies, and best practices in managing funding streams, as well as public-private partnerships and the challenges nonprofits face in collaborating with government in the new economy. Participants will gain a deeper understanding of the changing fiscal landscape of nonprofit management.

**Speakers:** Adrienne Cole, *Executive Director, Wake County Economic Development*; Frankie Roberts, *Executive Director, Leading Into New Communities*

10–10:15 a.m. Break

10:15–11:15 a.m. Concurrent Sessions B

**Leveraging Technology in the Public Sector**

**The Technological Link to Budget and Management** (Room 2401)
Gone are the days when the only option for preparing annual budgets was a series of linked Excel spreadsheets. Technology has thrown the budget door wide open. Hear from professionals in local and state government as well as nonprofit organizations on how technology has changed the way they budget, what lessons they have learned about implementing and using budget and financial software, and where technology might take budgeting in the future.

**Speakers:** Keith Lane, *Senior Budget Analyst, Durham County, NC*; Brian Repass, *Director for Children, Family, and Community Partnerships, Community Action Opportunities*; Mattie Sue Stevens, *ICMA Local Government Management Fellow, City and County of Durham, NC*; Joe White, *Budget Analyst, NC Office of State Budget and Management*

**Changing Dynamics of the Public Workplace**

**Strategies for Success: Managing Leadership Transition** (Room 2402)
As long-time managers and executive directors retire, it is often unclear to their successors how to proceed. Ensuring a successful transition for the departing executive—as well as the incoming executive—will position an organization for success. This session will address how to successfully manage an executive leadership transition including strategies before,
during, and after the leader leaves the organization. The speakers will provide relevant examples and lessons learned during transitions in local government and nonprofit management.

**Speakers:** Trisha Lester, *Vice President, NC Center for Nonprofits*; Peter T. Connet, *City Manager (retired)*

### Managing Now

**Community Engagement** (Room 2601)

In this session, community engagement professionals working in North Carolina local government will share experiences and lessons learned in engaging communities to strengthen local governance and management practices.

**Speakers:** Cherie Jzar, *Community Outreach Coordinator, City of Concord, NC*; Jay Reinstein, *Assistant City Manager, City of Fayetteville, NC*; Faith Thompson, *Ombuds, Town of Chapel Hill, NC*

11:15–11:30 a.m. Break

11:30 a.m.–12 p.m. **Business Meeting and MPA Program Update** (Room 2601)

12–1:15 p.m. **Networking Lunch** (Atrium)

Box lunches will be provided for lunch gatherings led by MPA faculty members in breakout rooms.

1:30–2:30 p.m. **Concurrent Sessions C**

#### Leveraging Technology in the Public Sector

**Making Social Media Work for Government: Content, Strategy, and Measurement** (Room 2401)

Managing social media can be a tricky business, especially in the public sector. This session presents a brief overview of best practices for making social space work. Topics include the value of social media in public sector communication, success measures, and public records requirements. Participants will gain tips on starting a social media program, using facts and figures to justify the time investment, and understanding the legal requirements related to managing social media content.

**Speakers:** Kelly Eubank, *Head of Digital Services, State Archives of NC*; Jeff Miles, *Web Content Manager, NC Department of Cultural Resources*

**Changing Dynamics of the Public Workplace**

**Trying to Do More with Less——A People, Places, and Things Perspective** (Room 2601)

Using public resources prudently when providing the services citizens desire from their government is one goal of good governance. Achieving this goal has become increasingly important in response to the economic slowdown of the last several years. Panelists will discuss how their organizations addressed the challenge of “how to do more with less.” A particular emphasis will be placed on contracting with external organizations and the positive, negative, and unexpected consequences of working with non-governmental partners.

**Speakers:** Emily Bruce, *Director of Development, Marbles Kids Museum*; Tucker Charns, *Regional Defender, NC Office of Indigent Defense Services*; Blair Pollock, *Solid Waste Planner, Orange County, NC*; Emily Portner, *Contracts Administrator, NC Office of Indigent Defense Services*

### Managing Now

**Approaching Advocacy in Today’s Hyper-Partisan Political Environment** (Room 2401)

Issue advocacy is always challenging work, made more so in today’s sharply polarized political environment. The old adage of “politics makes strange bedfellows” is tested when hyper-partisan interest groups demand political purity from their elected officials. The speakers in this session will discuss how they approach advocacy in this climate, share lessons learned, and reflect on the concept that there are no permanent friends or enemies in politics.

**Speakers:** David Beck, *Director of Policy and Media, Self-Help*; Paul Meyer, *Executive Director, NC League of Municipalities*

2:30–2:45 p.m. Break

2:45–3:45 p.m. **Closing Session** (Room 2603)

**Speakers:** Katherine Barrett and Richard Greene, Columnists, *GOVERNING Magazine*
CONFERENCE PRESENTERS

JUNE ST. CLAIR ATKINSON is the first woman elected state superintendent of the NC Department of Public Instruction. She has served in this position since 2005. Atkinson oversees nearly 1.5 million students in more than 2,500 public schools. She has 35 years of experience in education and has been involved in instruction and curriculum development throughout her career. She has served as a chief consultant and director in the areas of business education, career and technical education, and instructional services with the NC Department of Public Instruction. She currently serves on the board of directors for the national Council of Chief State School Officers. Atkinson earned a bachelor’s degree in business education from Radford University, a master’s degree in vocational and technical education from Virginia Tech, and a doctorate in educational leadership and policy from NC State University.

KATHERINE BARRETT and RICHARD GREENE research and write about state and local government as columnists and correspondents for GOVERNING magazine, where they founded the Government Performance Project. They are consultants to the Pew Charitable Trusts government performance unit and The Volcker Alliance and senior advisers to the Fels Institute at the University of Pennsylvania. Barrett and Greene helped found and serve on the boards of two organizations: the State Government Workforce Project and GovPerformance. They have also advised many organizations including the National League of Cities, Urban Institute, and Council of State Governments.

DAVID BECK is director of policy and media at Self-Help, a national Community Development Financial Institution (CDFI) headquartered in Durham, North Carolina. He coordinates the federal and state policy work on a wide range of community development policy issues, handles media relations, and works closely with the affiliated Center for Responsible Lending, having helped initiate Self-Help’s anti-predatory lending policy work. Beck was previously director of a legislative monitoring firm and worked for US Representative David Price in Washington, DC. He is vice chair of the CDFI Coalition board of directors and a founding member of the New Markets Tax Credit Coalition board. He chairs the board of the NC Center for Voter Education and serves on the Government Affairs Committee of the NC Credit Union League and the NC Assets Alliance executive committee. Beck graduated from UNC-Chapel Hill with degrees in history and political science.

EMILY BRUCE is director of development for Marbles Kids Museum in Raleigh, North Carolina, where she has cultivated a culture of playful philanthropy that advances Marbles’ mission to inspire imagination, discovery, and learning for children from all 100 counties in the state and across the country. She has worked with a variety of nonprofit organizations with a special focus on fundraising for arts and cultural institutions. Bruce graduated from the Georgia Institute of Technology School of History, Technology, and Society and earned an MPA from UNC-Chapel Hill.

TUCKER CHARNS was hired in 2012 as North Carolina’s first regional defender with the Office of Indigent Defense Services under the new contracts system for indigent adult clients charged with crimes. In this position, she supervises more than 200 attorneys under contract in 11 counties. Previously, she was an assistant public defender in Cumberland and Durham counties, she worked in private practice in Durham, and she served as head of post-conviction litigation at Prisoner Legal Services. Charns is a graduate of the UNC School of Law.

ADRIENNE COLE is executive director of Wake County Economic Development, a program of the Greater Raleigh Chamber of Commerce. Previously, she served the Chamber as executive director of the Raleigh Economic Development program. She has served as economic development director and county planner for Pamlico County and executive director of the Carteret County Economic Development Council. She was also business development director for Lend Lease, an international development and construction firm. Cole is a member of the NC Economic Developers Association, TCREEW, IFMA, ISPE, and ULI. She serves on the board of directors for Marbles Kids Museum and is also a member of the Wake Tech Community College Foundation Board. Cole earned a BA from Meredith College and an MPA from Appalachian State University.

PETER T. CONNET retired in 2009 after a 35-year career as a city manager in Tennessee and North Carolina. Since retiring, he has served as interim manager in six additional cities and towns going through management transitions. He is an ICMA Credentialed Manager and a past president of the North Carolina City and County Management Association (NCCMCA). He was awarded a life membership from both NCCMCA and ICMA in 2009. Connet holds a BA in geography, with a minor concentration in urban and regional planning, and a Master of Administrative Services from East Carolina University.
KELLY EUBANK is head of the Digital Services Section of the State Archives of North Carolina. Her team is responsible for the preservation of and access to the digital assets of the state archives as well as electronic records programs for the archives. She has worked on the intersection of social media and the public record and social media archives since 2008. Her group worked with the NC Office of Information Technology Services and the Office of the Governor to publish “Best Practices for Social Media Use in North Carolina” in 2009.

URSULA BAKER HAIRSTON is assistant vice provost with the NC State University Office of Institutional Equity and Diversity. Previously, she worked in training, recruitment services, and organization development for the NC Department of Health and Human Services and as human resources director for the NC Office of State Budget and Management and the Office of the Governor. She also worked for a nonprofit organization that served adults with developmental disabilities and for the Wake Forest University Alumni Services office. Hairston earned a BA in psychology from Wake Forest and an MPA from UNC-Chapel Hill.

CHERIE JZAR, AICP, is community outreach coordinator for the City of Concord, North Carolina. A city planner with expertise in community outreach and engagement, neighborhood revitalization, historic preservation, and long-range planning, she has more than 13 years of experience in community planning. She is responsible for the management of Concord’s innovative citizen outreach and engagement program Partnership for Stronger Neighborhoods. Jzar earned a BS in political science from Georgia Southern University and an MS in urban studies from Savannah State University.

KEITH LANE is senior budget analyst for Durham County, North Carolina. Previously, he served as a budget analyst in Catawba and Orange counties. He developed a budget system for Durham County based on Excel and Visual Basic that was used by more than 20 departments for a $300+ million budget. He then worked with SAP to develop an ERP budget solution, a system used by Durham County since 2006. Lane earned an undergraduate degree from UNC-Chapel Hill and an MPA from Appalachian State University.

TRISHA LESTER is vice president of the NC Center for Nonprofits, where she has worked for 22 years. Previously, she worked in fundraising for the New Jersey Symphony Orchestra, New School University, and Prep for Prep, and she worked in special projects for Carnegie Corporation of New York. She serves on the board of the National Council of Nonprofits and has served on the boards of Nonprofits Mutual Risk Retention Group, Latino Community Development Center, North Carolina Commission on Volunteerism and Community Service, Leadership America NC, and Volunteers for Youth. She studied nongovernmental organizations in Argentina, Bolivia, and Peru as a 2003 Eisenhower Fellow. Lester earned a bachelor’s degree from the University of Maryland-College Park and a master’s degree in nonprofit management from the Milano School of International Affairs, Management, and Urban Policy at New School University.

PAUL MEYER is the sixth executive director of the NC League of Municipalities. He initially joined the League as chief legislative counsel in 2009 and most recently served as director of governmental affairs. Before joining the League, Meyer spent more than a decade advocating for county governments as a lobbyist for the North Carolina Association of County Commissioners. He has also worked in private law practice and in the commercial insurance field. He was ranked 25 on the list of most effective lobbyists in the state in 2008. Meyer is a graduate of Wake Forest University and earned a law degree from Campbell University.

JEFF MILES is web content manager for the NC Department of Cultural Resources. He coordinates all web communications and assists related venues and agencies in building and managing their web presence. He has worked in marketing and public relations positions in private, nonprofit, and government settings, and he uses his web skills to help educate the Chapel Hill–Carrboro community about local politics in his free time. Miles is an honors graduate of UNC-Chapel Hill’s School of Journalism and Mass Communication.

BLAIR POLLOCK is solid waste planner for Orange County, North Carolina, where he has worked for more than 27 years since initiating recycling programs there. He also serves as a national recycling managers trainer for the Solid Waste Association of North America. Previously, he was an energy planner with IES Engineers and a solar instructor for the New Memphis Development Corporation. Pollock earned a degree in urban planning and environmental studies from the University of Wisconsin–Madison and an MA in city and regional planning with a focus on energy and environmental planning from UNC-Chapel Hill.
EMILY PORTNER is contracts administrator for the NC Office of Indigent Defense Services. She oversees a statewide system in which the state contracts with local law firms and private attorneys to provide representation to indigent defendants. Previously, she worked in the New York City Office of the Criminal Justice Coordinator, managing more than $150 million in contracts with large-scale indigent legal services nonprofits in the City’s Criminal, Family, and Appellate Courts. Portner earned an MPA at UNC-Chapel Hill.

SHAWN PURVIS has served as manager for the City of Clinton, North Carolina, since 2013. He began his career with Clinton in 2008 as assistant city manager and became finance officer in 2011. Previously, he was a research assistant with the NC League of Municipalities and management intern with the Town of Hillsborough. Purvis holds a BA in history and an MPA from UNC-Chapel Hill.

JAY REINSTEIN, assistant city manager for the City of Fayetteville, North Carolina, has more than 17 years of experience in local government. In his current role, he oversees finance, information technology, human resources, strategic initiatives, and the city clerk. Previously, he spent 16 years with the City of Durham, where he served in positions including strategic initiatives manager, assistant director of business services, solid waste management; assistant to the city manager; and human resources analyst. Reinstein earned an MPA from NC Central University.

BRIAN REPASS is director of the Children, Family, and Community Partnerships Department at Community Action Opportunities in Asheville, North Carolina, where he manages the agency’s Head Start Program. He also has served as the agency’s program operations manager. Previously, he was Madison County health director, an environmental grants manager, a regional office manager for the Alliance of American Insurers, and assistant backcountry manager for Grandfather Mountain. Repass earned a BS in political science and an MPA from Appalachian State University.

FRANKIE ROBERTS is executive director of Leading Into New Communities (LINC) Inc., a nonprofit agency he co-founded that provides shelter and services for men and women returning from prison. The organization has helped to reintegrate more than 1,200 former inmates since 2002—92 percent of whom have remained out of prison. Previously, he owned and operated a community-based barbershop for 18 years, where he received an informal education in community organizing, job development, relationship building, and individual/family counseling. Roberts is the former chairman of the NC Department of Social Services’ Board of Directors and is a member of the Criminal Justice Partnership Board, New Hanover Regional Medical Center’s Cancer Outreach Board, and former member of the Juvenile Crime Commission.

MATTIE SUE STEVENS serves as an ICMA Local Government Management Fellow for the City and County of Durham. Her work involves analysis of medium-to-large data sets, including data visualization and modeling using Excel and other low-cost tools. Stevens graduated with a BS in mathematics and BA in religion from Oral Roberts University and an MPA from UNC-Chapel Hill.

FAITH THOMPSON serves as one of two ombuds for the Town of Chapel Hill, North Carolina, where she assists employees and residents in accessing remedies and redress in conflict situations. Previously, she served as assistant dean of development for the UNC School of Government, assistant to the manager and interim human relations director for the City of Fayetteville, and a military police officer in the US Army. Thompson earned a BA in government from Mills College and an MPA from UNC-Chapel Hill.

TONYA WALTON is a budget analyst with Orange County, North Carolina, serving as a liaison for 40 community agencies and 14 county departments including the Finance and Administration Services Department. She recently presented at the NC Local Government Budget Association Conference on ways to improve the budget process. Walton earned a BA from NC State University and an MPA from UNC-Chapel Hill.

JOE WHITE is a budget analyst with the NC Office of State Budget and Management, where he helps to oversee the Department of Health and Human Services budget. He served as the business lead for the development and implementation of the Integrated Budget Information System, a $10 million project that replaced several legacy systems with a new statewide, web-based budget system. White earned an MPA from UNC-Chapel Hill.

L. DOUGLAS WILDER was the first African American elected as state senator in Virginia, the state’s first African American lieutenant governor, and the first African American to be elected governor of a US state—Virginia—an office he held from 1990 to 1994. His most recent political office was mayor of Richmond, Virginia, which he held from 2005 to 2009.
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