



108TH

VIRGINIA MUNICIPAL LEAGUE
ANNUAL CONFERENCE

★ ARLINGTON ★

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Sponsors

Special thanks to our host, Arlington County.

VML thanks its sponsors, who help make the 108th annual conference possible.

Sponsors (by level of contribution)

*Virginia Municipal League Insurance Programs
Virginia Economic Development Partnership

*SunTrust

*Dominion Resources

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American Massage Therapy Association, Virginia Chapter

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*Hurt & Proffitt Inc.

**Denotes VML sustaining member*

Contact information on sponsors included on page 40.

About the cover

The United States Air Force Memorial in Arlington honors the service of the personnel of the Air Force and its predecessors.



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LOCAL GOVERNMENTS WORKING TOGETHER SINCE 1905

VML 2013 Annual Conference - Arlington | 1

Conference at a glance

All activities take place at the Marriott Crystal Gateway, with the exceptions of the golf tournament, Host Night reception and Monday spouses' ticketed event.

SUNDAY, OCTOBER 13

- 9 a.m. VML Golf Tournament**
East Potomac Golf Course at Haines Point
Sponsored by Hurt & Proffitt
- 11 a.m. - 3 p.m. Arlington Bike Tour**
Meet in the hotel lobby at the entrance to South Eads Street.
- 1 - 3 p.m. Executive Committee Meeting**
Rosslyn 1, Lobby Level
- Noon - 6:30 p.m. Registration**
Arlington Foyer, 1st Floor
(take escalator from lobby level)
- 1 - 6:30 p.m. Exhibit Hall**
Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)
- 2 - 5 p.m. Long Bridge Park Tour**
Meet in the hotel lobby at the entrance to South Eads Street to take a van to explore the creative redevelopment of a brownfield.
- 3 - 5 p.m. Legislative Committee Meeting**
Salon 6, Arlington Ballroom, 1st Floor
(take escalator from lobby level)
- 4 p.m. Nominations Committee**
Rosslyn 1, Lobby Level
- 4:30 - 6:30 p.m. Opening Reception in the Exhibit Hall**
Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)
Tickets for two complimentary drinks are included in conference registration packets.
Sponsored by SunTrust

MONDAY, OCTOBER 14

- 8 a.m. - 4 p.m. Registration**
Arlington Ballroom Foyer, 1st Floor
(take escalator from lobby level)
- 8 a.m. - 2:45 p.m. Exhibits**
Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

Be sure to visit the vendors and complete your raffle card for a chance to win the raffle prize. The raffle card is in the back of this conference program. Remember, the Exhibit Hall closes Monday at 2:45 p.m.; the raffle drawing will be held at 2:40 p.m.

- 8 - 8:45 a.m. Continental Breakfast in the Exhibit Hall**
Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)
- 9 - Noon Opening Session**
Salons A-C, Grand Ballroom, 1st Floor
(take escalator from lobby level)
- 10:15 - 10:30 a.m. Refreshment Break in the Exhibit Hall**
Salons 1-4, Arlington Ballroom, 1st Floor (take escalator from lobby level)
- 10:30 - Noon Opening Session (continued)**
- 10 a.m. - 2 p.m. Spouses / Companions Program**
Meet in the hotel lobby at the entrance to South Eads Street for a bus trip to Arlington Cemetery, where attendees will tour the Arlington House (the Robert E. Lee Memorial House) followed by lunch and a tour of the Women In Military Service for America Memorial, in Arlington Cemetery. The cost is \$40; registration deadline is Sunday, 6:30 p.m.
- Noon - 1:10 p.m. Lunch in the Exhibit Hall**
Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)
Sponsored by Dominion Resources and Wiley|Wilson
- Noon - 1:10 p.m. NBC-LEO Program and Luncheon (tickets required)**
Salons F-G, Grand Ballroom, 1st Floor
(take escalator from lobby level)
- Noon - 1:10 p.m. Virginia Local Government Management Association Luncheon (tickets required)**
Salon J, Grand Ballroom, 1st Floor
(take escalator from lobby level)
- 12:10 - 1:10 p.m. Chesapeake Bay roundtable**
Rosslyn Room, Lobby Level
- 1:15 - 2:30 p.m. Concurrent Sessions**
- Mobile workshop: Crystal City, Columbia Pike and Shirlington: Planning for the Next Generation of Smart Growth and Transit Oriented Development (tickets required)**
Meet in the hotel lobby fronting on South Eads Street
- Managing your cigarette taxation program: It's not just about revenues. National security is at stake.**
Salon 5, Arlington Ballroom, 1st Floor (take escalator from lobby level)

MONDAY, OCTOBER 14

The Affordable Care Act and local governments

Salon 6, Arlington Ballroom, 1st Floor (take escalator from lobby level)

Fundamentals of land use law

Salon C, Grand Ballroom, 1st Floor (take escalator from lobby level)

Sponsored by VML Insurance Programs

Second chance: Early intervention program for first-time offending teens

Salons D-E, Grand Ballroom, 1st Floor (take escalator from lobby level)

Effect of new GASB standards on local governments

Salon H, Grand Ballroom, 1st Floor (take escalator from lobby level)

2:30-2:45 p.m. Refreshment Break

Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

2:40 p.m. Raffle Drawing in the Exhibit Hall

Salons 1-4, Arlington Ballroom, 1st Floor (take escalator from lobby level)

The Exhibit Hall closes at 2:45 p.m.

2:45-4 p.m. Concurrent Sessions

Mobile workshop - continued

Breakout sessions

Engaging citizens, encouraging open government: Social media considerations and strategies

Salon 5, Arlington Ballroom, 1st Floor (take escalator from lobby level)

Becoming a beer-friendly community

Salon 6, Arlington Ballroom, 1st Floor (take escalator from lobby level)

Transportation funding: Will any of the taxes raised in the 2013 session for transit, road maintenance and construction trickle down to local governments?

Salon C, Grand Ballroom, 1st Floor (take escalator from lobby level)

Stormwater 101: Requirements, costs and opportunities

Salons D-E, Grand Ballroom, 1st Floor (take escalator from lobby level)

Using code enforcement to improve neighborhoods and tackle blight problems

Salon H, Grand Ballroom, 1st Floor (take escalator from lobby level)

5:30 - 9 p.m. Host County Night

Buses will depart the hotel lobby at the South Eads Street entrance beginning at 5:30 p.m.

This colorful, lively event will be held at Artisphere, Arlington's eclectic cultural center. You'll enjoy fine food and drinks, live music and dance. You'll do all of this surrounded by an assortment of art, including Andy Warhol's famous "Silver Clouds" installation.

Dress is casual. Your conference name badge is your ticket for admittance. Each registrant received two drink tickets in your registration packet. Don't forget to bring them with you!

Sponsored by Arlington County

TUESDAY, OCTOBER 15

7:45 - 8:45 a.m. Annual Prayer Breakfast

Held in honor of the league's past presidents

Salon I, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

8 - 9 a.m. Continental Breakfast

Grand Ballroom Foyer, 1st Floor (take escalator from lobby level)

8 a.m. - Noon Registration

Arlington Ballroom Foyer, 1st Floor
(take escalator from lobby level)

9 - 10:30 a.m. General Session

Salons A - C, Grand Ballroom, 1st Floor
(take escalator from lobby level)

10:30-10:45 a.m. Refreshment break

Grand Ballroom Foyer, 1st Floor (take escalator from lobby level)

10:45 a.m.-Noon City, Town and Urban Section Elections & Workshops

The annual meetings of the City, Urban and Town Sections include the election of the chair and vice chair of each section and a workshop. The chair of each section sits on the VML Executive Committee.

City Section: Community development and revitalization

Salons D-E, Grand Ballroom, 1st Floor (take escalator from lobby level)

The City Section consists of cities with populations of 35,000 or below. Members of the City Section are Bristol, Buena Vista, Colonial Heights, Covington, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hopewell, Lexington, Manassas Park, Martinsville, Norton, Petersburg, Poquoson, Radford, Salem, Staunton, Waynesboro, Williamsburg and Winchester

Town Section: Working together for economic development

Salons H-J, Grand Ballroom, 1st Floor (take escalator from lobby level)

The Town Section consists of all towns, regardless of population.

Urban Section: Strategies and partnerships for educational success

Salons F-G, Grand Ballroom, 1st Floor (take escalator from lobby level)

The Urban Section consists of those cities and counties that are regular members and have a population in excess of 35,000. The Urban Section uses a weighted voting procedure based on population for the election of the chair and vice chair. Members of the Urban Section and the number of votes are Alexandria (1), Arlington County (2), Charlottesville (1), Chesapeake (2), Danville (1), Hampton (1), Harrisonburg (1), James City County (1), Lynchburg (1), Manassas (1), Newport News (2), Norfolk (2), Portsmouth (1), Richmond (2), Roanoke (1), Suffolk (1) and Virginia Beach (4)

Noon-1:15 p.m. Conferees Luncheon

Salons A-C, Grand Ballroom, 1st Floor (take escalator from lobby level)

Sponsored by VML Insurance Programs

Noon-1:15 p.m. Women in Local Government Luncheon (tickets required)

Salon I, Arlington Ballroom, 1st Floor (take escalator from lobby level)

1:20-3 p.m. Concurrent Workshop & Local Government Round Tables

Freedom of Information Act

Salon D, Grand Ballroom, 1st Floor (take escalator from lobby level)

University/communities connections: Putting out the welcome mat for college students

Salon E, Grand Ballroom, 1st Floor (take escalator from lobby level)

Local Government Roundtables

Salons F-K, Grand Ballroom, 1st Floor (take escalator from lobby level)

Here's your opportunity to learn about three topics in just an hour and 40 minutes. Pick a table to attend and learn the essentials about a topic of interest to local governments. After 30 minutes, a bell will ring and you can pick another table and topic. After another 30 minutes, the bell will ring and you will go to your third table. If the table you are interested in is too crowded the first time, just pick a different one and try again the next time period.

Topics:

Bells and whistles of railroad quiet zones

Building a healthier community: What do local elected officials have to do with it?

Creating a bicycle friendly community

Creating clean water cash flows: Innovative financing for stormwater green infrastructure

Deer, coyotes and bears: Oh my!

DRIVE Tourism – Virginia's statewide tourism development plan

Hoarding: Tackling the broader issues

How public art can power up economic development and quality of life

Identifying, hiring and retaining veterans

Incentives: Corporate welfare or competitive necessity?

SAGE - Public/Private Partnerships for roadway gardens to treat stormwater

Solar and renewable-charged battery banks for critical infrastructure

VMLIP's New Communications/Public Relations Consulting Services

3:10-4:30 p.m. Business Meeting & Election of Officers

Salons A-C, Grand Ballroom, 1st Floor (take escalator from lobby level)

5:30-6:15 p.m. Reception

Arlington Ballroom Foyer, 1st Floor (take escalator from lobby level)

Sponsored by Virginia Economic Development Partnership

6:15-9 p.m. Annual Banquet

Salons 4-6, Arlington Ballroom, 1st Floor (take escalator from lobby level)



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VICE CHAIR

LIBBY GARVEY
MARY HYNES
CHRISTOPHER ZIMMERMAN

To our esteemed colleagues from around the Commonwealth,

Welcome to Arlington! On behalf of the Arlington County Board and everyone who lives and works in Arlington, it is my honor to welcome the members and families of the Virginia Municipal League. We very much look forward to hosting you in Arlington for VML's 2013 conference.

I hope that in your time here, you will be able to take advantage of the tremendous assets that Arlington has to offer. Our national monuments alone are at the top of every visitor's wish list, and we hope you will also have time to enjoy some of the excellent dining and shopping options in Arlington.

One of the hallmarks of Arlington is our amazing diversity – children in Arlington Public Schools speak 98 languages and hail from 126 countries. While you're here, I hope you'll be able to see, hear, and taste the richness of our diverse community. On page 6 you can read about the many places that we recommend during your visit.

Not so long ago, in the 1960s, Arlington faced a number of challenges. At that time, Arlington was a suburban bedroom community whose major downtown areas were in decline. You will have a chance to see, first-hand, the successes earned over six decades of thoughtful strategic planning. Today, our County is a model of transit-oriented development, or "smart growth." Our traffic today is about the same as it was in the 1970s, though our population has doubled.

Today, 12 percent of our land (along the Metrorail corridors) provides half of our real estate tax revenue, helping us to achieve the lowest tax rate in the region. Arlington is not immune to the economic downturn, but these smart growth successes help cushion its impact. If you are interested in learning more, we are hosting several workshops during what is sure to be an excellent conference.

Arlington County is happy to welcome all the attendees of the Virginia Municipal League Annual Conference, and we look forward to seeing you in October.

Sincerely yours,

J. Walter Tejada
Chairman

Conference Information

REGISTRATION



VIRGINIA MUNICIPAL LEAGUE ANNUAL CONFERENCE ★ ARLINGTON ★

COOPERATE INNOVATE CHANGE

Everyone attending the conference must register, including members, their families, guests and representatives from the news media. Conference name badges are required for attendance at all conference events;

those without name badges will not be able to enter the Exhibit Hall or participate in other functions, including Host County Night. Tickets will be collected at the various ticketed events. Partial registrations are not available, with the exception of tickets for the VLGMA luncheon.

Please turn off the ringers for any cellular telephones and pagers. Please make telephone calls in the lobby or other areas outside of the meeting rooms.

Infants are not allowed in conference workshops and general sessions.

SCHEDULE

A Conference at a Glance, showing dates, places and names of conference activities, is in the front of the program. A detailed conference schedule begins on page 15. All meetings will be held at the Marriott Crystal Gateway with the exceptions of the golf tournament, spouses' program on Monday, mobile workshop on Monday and the Host County Night reception.

INFORMATION

For information about league activities, please ask the league staff at the conference registration desk. League staff members will have a green ribbon on their name tags; ask any of them for assistance.

Arlington County will host an exhibit booth (#10) on Sunday and Monday in the Exhibit Hall. Please ask the county representatives for information about local recreation, dining or historic points of interest.

CONFERENCE HOTEL INFORMATION

The Marriott Crystal Gateway
1657 South Eads Street
Arlington, VA
1-703-920-3230

TRANSPORTATION

Arlington County will provide will provide bus transportation for Host County Night, beginning at 5:30 p.m. from the hotel lobby at the South Eads entrance.

SPOUSES AND GUESTS

Registration as a spouse or guest includes participation in any of the conference sessions and workshops, the Opening Reception, Host County Night and the Annual Banquet. Spouses also may purchase tickets to attend ticketed meal functions such as the Prayer Breakfast. In addition, a special event for spouses will be held Monday, Oct. 14, from 10 a.m. - 2 p.m. The event will include a tour of Arlington House (the Robert E. Lee Memorial House) followed by lunch and a tour of the Women In Military Service for America Memorial, in Arlington Cemetery. The cost is \$40; registration deadline is Sunday, 6:30 p.m.

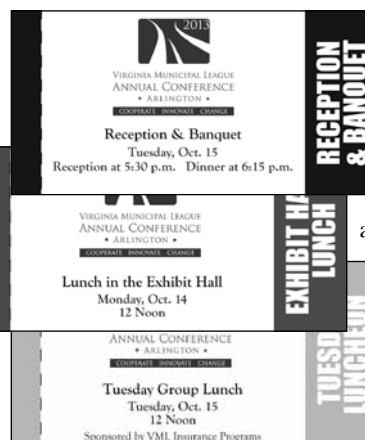
MEAL FUNCTIONS

Each registered delegate and spouse/guest will receive a registration packet containing pre-purchased meal tickets, a program and other registration materials. Each registrant receives two complimentary drink tickets for the Opening Reception on Sunday night and for Host County Night.

All meal functions are ticketed events. Your conference name badge is your ticket for Host County Night.

The ticket for the Tuesday reception and banquet is included in your registration fee and will be found in your conference packet.

So you won't forget them, you may wish to put your tickets for the various events in your plastic name tag



holder, the pocket of your suit, or your purse.

Tickets for Monday's ticketed events must be obtained by 6:30 p.m. Sunday. Tickets for Tuesday's ticketed events must be obtained by 4 p.m. Monday.

EXHIBITORS AND SPONSORS

Be sure to visit the Exhibit Hall to see the latest in products and services for local governments – and to enter the contest for a gift card, get your blood pressure checked and have a neck massage. The Exhibit Hall will be open Sunday from 1 to 6:30 p.m. and Monday from 8 a.m. to 2:45 p.m. The Exhibit Hall will be the site of the opening reception on Sunday evening, and of the lunch on Monday, as shown in the program. Detailed information on the exhibitors is included on page 36.

VML thanks its sponsors, which are listed on page 40.

A raffle card is in the back of this conference program; be sure to enter the raffle drawing to win! Follow the instructions on the raffle card for the chance to win a debit card. The raffle will be held at 2:40 p.m. on Monday.

DRESS

Business attire is preferred for the Sunday reception and Tuesday reception and banquet. Business or business casual attire is appropriate for conference general sessions, workshops and ticketed events. Casual dress is appropriate for Host Night and the guest event.

DRAFT LEGISLATIVE PROGRAM

A copy of last year's VML Legislative Program with the changes made to date by the Legislative Committee was sent to member local governments prior to the conference. Some copies will be available at the conference registration desk. The program will be debated, amended and voted on at the Tuesday business meeting.

VOTING CREDENTIALS

Article IV, No. 5 of the Constitution of the Virginia Municipal League as revised in 2008 entitles each member locality one vote on every question before the business session of the conference. Only the duly authorized representatives present at the session may cast votes. No proxies may be used.

Prior to the conference every locality received forms for certification of voting representatives and alternates. If your locality has not selected a voting representative alternate prior to the conference, the mayor or board chair

is the default representative for the purpose of voting.

In the absence of the mayor or board chair or other designated officer, a majority of the elected and appointed officials present and registered at the conference may file a designation of that locality's voting representative. This designation must take place prior to the taking of any vote. To accommodate localities that have not yet designated a representative for voting purposes, credentials may be obtained at the registration desk or prior to the start of the business meeting. Please be sure that the appropriate action has been taken so that your locality may have a voice in the business activities of the league. This voting certification does not exclude others from your locality from participating in discussions during the Business Session.

At the business meeting, VML staff will check in each attending member locality. The goal is that each locality attending the business meeting has the opportunity to cast a vote.

VOTING REPRESENTATION

Each full member shall be entitled to one vote on all questions through its accredited voting representative or alternate. A simple majority vote shall govern in all cases except for any motion or resolution (other than an honorific, appreciative or memorial resolution) that has not been submitted to the appropriate committee or not approved by the appropriate committee. In such cases a three-fourths vote of the full members present and voting is required for consideration of the matter. Any vote that is contested or not unanimous will be by voice roll call administered by the presiding officer. Robert's Rules of Order Newly Revised shall apply to the conduct of the hearing.

ELECTIONS

To be elected at the Business Meeting of the Annual Conference (Tuesday at 3:10 p.m.) are:

- President Elect
- Vice President
- Executive Committee Members

Also serving as voting members of the Executive Committee are the President, Past President and the Urban, City and Town Section chairs. The section chairs will be elected at the section meetings on Tuesday morning.

FUTURE VML MEETINGS

- Dec. 6, 2013 VML Finance Forum, The Westin, Richmond
- Feb. 6, 2014 Local Government Day at the General Assembly
- Oct. 5-7, 2014 VML Annual Conference - Roanoke
- Oct. 4-6, 2015 VML Annual Conference - Richmond
- Oct. 9-11, 2016 VML Annual Conference - Virginia Beach

Regional training workshops sponsored by VML Insurance Programs can be accessed by program members via the VML Insurance Programs website at www.vmlins.org.



Arlington County Board Member Jay Fisette and county staff will lead a leisurely-paced bicycle tour of Arlington on Sunday beginning at 11 a.m. More details on facing page.

Conference Program

All activities take place at the Marriott Crystal Gateway, with the exceptions of the golf tournament, Host Night reception and Monday spouses' ticketed event.

SUNDAY, OCTOBER 13

9 a.m. VML Golf Tournament

Don't miss this opportunity to play a great course in our nation's Capitol. East Potomac, part of the National Park System, is across the Potomac River from Crystal City. It features views of the monuments, harbor, airport and the Potomac River.

East Potomac Golf Course at Haines Point

Sponsored by Hurt & Proffitt

11 a.m. - 3 p.m. Arlington Bike Tour

Looking for something different to do? Join Arlington County Board Member Jay Fisette and county staff on a leisurely-paced bicycle tour of Arlington. Take in the views of monuments in Arlington County and the District of Columbia, learn about Arlington's transit orientated development and experience first-hand Arlington's premier bicycle friendly transportation system. All you will need to bring is yourself and \$20; bicycles, helmets, lunch, drinks, etc., will be provided. Meet in the hotel lobby at the entrance to South Eads Street.

1 - 3 p.m. Executive Committee Meeting

Rosslyn 1, Lobby Level

Noon - 6:30 p.m. Registration

Arlington Foyer, 1st Floor (take escalator from lobby level)

1 - 6:30 p.m. Exhibit Hall

Salons 1-4, Arlington Ballroom, 1st Floor (take escalator from lobby level)

The latest in local government products and services AND blood pressure checks, shoulder massages, clean cars and more!

Be sure to visit the vendors and complete your raffle card for a chance to win the raffle drawing. The raffle card is in the back of this conference program. Remember, the exhibit hall closes Monday at 2:45 p.m.; the raffle drawing will be held at 2:40 p.m.

SUNDAY, OCTOBER 13

2 - 5 p.m. Long Bridge Park Tour

Meet in the hotel lobby at the entrance to South Eads Street to take a van to explore the creative redevelopment of a brownfield.

3 - 5 p.m. Legislative Committee Meeting

Salon 6, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

The committee will complete its work on the 2014 VML Legislative Program, which will be debated and voted upon at the annual business meeting on Tuesday.

*Presiding - Sharon P. Scott, Council Member, Newport News;
Chair, VML Legislative Committee*

4 p.m. Nominations Committee

Rosslyn 1, Lobby Level
*Presiding - Rosemary Wilson, Council
Member, Virginia Beach*

4:30 - 6:30 p.m. Opening Reception in the Exhibit Hall

Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

Tickets for two complimentary drinks are included in conference registration packets.

Sponsored by SunTrust

MONDAY, OCTOBER 14

8 a.m. - 4 p.m. Registration

Arlington Ballroom Foyer, 1st Floor (take escalator from lobby level)

8 a.m. - 2:45 p.m. Exhibits

Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

Be sure to visit the vendors and complete your raffle card for a chance to win the raffle prize. The raffle card is in the back of this conference program. Remember, the Exhibit Hall closes Monday at 2:45 p.m.; the raffle drawing will be held at 2:40 p.m.

8 - 8:45 a.m. Continental Breakfast in the Exhibit Hall

Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

9 a.m. - Noon Opening Session

Salons A-C, Grand Ballroom, 1st Floor
(take escalator from lobby level)

Call to Order - Ed Daley, VML President

Presentation of Colors - Arlington
County Police Department

Pledge of Allegiance

Welcome - J. Walter Tejada, Chair, Arlington County Board

9:15 - 10:15 a.m. Keynote Address - Moral Leadership in Public Service

Keynote Speaker - Capt. Mark Adamshick, USN (Ret.), Class of 1969 Chair for the Study of Officership, Simon Center for the Professional Military Ethic, United States Military Academy, West Point, NY



- Adamshick -

Mark Adamshick provides leadership and ethics training to the cadets who attend the United States Military Academy at West Point. A "TOPGUN" graduate, Adamshick has more than 1,000 carrier arrested landings in fighter aircraft and has flown more than 100 combat missions over Libya, Iraq, Afghanistan and the former Yugoslavia. Adamshick was the Head Aviation Warfare Policy Officer to the Chief of Naval Operations in the Pentagon before retiring. His address will examine the necessity of maintaining the public trust and the need for moral decision-making and character development on the part of elected, appointed and career civil servants. The address will explore why seemingly good people sometimes do bad things, and suggest a framework for improving civic virtue.

10:15 - 10:30 a.m. Refreshment Break in the Exhibit Hall

Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

10:30 - Noon Keynote Address - Real Estate, Economic Development and the New Economy

Keynote Speaker - Ed McMahon, Senior Resident Fellow, Charles E. Fraser Chair for Sustainable Development and Environmental Policy, Urban Land Institute

Did you ever wonder what's next in real estate and economic development? This session will explore how changing demographics, new technology, market trends, shifting consumer attitudes and other factors are reshaping our cities, towns and suburbs. Urban Land Institute Research



- McMahon -

fellow and popular speaker Ed McMahon will also describe the secrets that successful communities use to prosper in our rapidly changing world. McMahon is nationally known as an inspiring, thought-provoking speaker and a leading authority on topics such as sustainable development, land conservation, smart growth, and historic preservation.

Report of the Nominations Committee - Rosemary Wilson, Council Member, Virginia Beach; Chair, Nominations Committee

President's Report - Ed Daley

Invitation to 2014 Annual Conference - David Bowers, Mayor, Roanoke

10 a.m. - 2 p.m. Spouses/Companions Program

Meet in the hotel lobby at the entrance to South Eads Street for a bus trip to Arlington Cemetery, where attendees will tour the Arlington House (the Robert E. Lee Memorial House) followed by lunch and a tour of the Women In Military Service for America Memorial, in Arlington Cemetery. The cost is \$40; registration deadline is Sunday, 6:30 p.m.

Noon - 1:10 p.m. Lunch in the Exhibit Hall

Salons 1-4, Arlington Ballroom, 1st Floor (take escalator from lobby level)

Sponsored by Dominion Resources and Wiley|Wilson

Noon - 1:10 p.m. NBC-LEO Program and Luncheon (tickets required)



- Johnson -

Salons F-G, Grand Ballroom, 1st Floor (take escalator from lobby level)

Presiding - Horace Webb, Vice Mayor, City of Petersburg

Keynote speaker - Jacquelyn E. Johnson, President; NBC-LEO; Council Member, East Orange NJ

Jacquelyn E. Johnson has served on the council of East Orange, N. J. since 2000. She is a member of the National League of Cities' Board of Directors and Finance Committee. She also is president of the National Black Caucus of Local Elected Officials, a constituency group within NLC. NBC-LEO's objectives include increasing African American participation on NLC's steering and policy committees to ensure that policy and program recommendations reflect

African American concerns and benefit their communities.

Noon - 1:10 p.m. Virginia Local Government Management Association Luncheon (tickets required)

Salon J, Grand Ballroom, 1st Floor (take escalator from lobby level)

Presiding - Randy Wheeler, City Manager, Poquoson

Keynote address - The Important Value of Professional Local Government Management

Keynote speaker - Bob O'Neill, ICMA Executive Director



- O'Neill -

Prior to joining ICMA in November 2002, O'Neill served as president of the National Academy of Public Administration, the county executive in Fairfax County and the city manager in Hampton.

12:10 - 1:10 p.m. Chesapeake Bay roundtable

Rosslyn Room, Lobby Level

Grab a box lunch and join in a roundtable discussion about the role of local governments in the protection and restoration of the Chesapeake Bay watershed with members of the Local Government Advisory Committee to the Chesapeake Executive Council of the Chesapeake Bay Commission. In addition to learning about a new bay agreement that will be signed in December, participants will share success stories and discuss how the Chesapeake Bay Partnership can better enable, empower and facilitate local implementation.

Presiding - Rosemary Wilson, Council Member, Virginia Beach, Member, Local Government Advisory Committee

1:15 - 2:30 p.m. Concurrent Sessions

Mobile workshop: Crystal City, Columbia Pike and Shirlington: Planning for the Next Generation of Smart Growth and Transit Oriented Development (tickets required)

Meet in the hotel lobby fronting on South Eads Street. Arlington County is recognized as one of the country's most successful examples of planning for smart growth and transit oriented development. This mobile workshop will give a first-hand look at the results of a successful planning process used to encourage the redevelopment, revitalization and reuse of areas in Crystal City, Shirlington and Columbia Pike. It will be facilitated by members of the county's planning teams for these areas, and will provide important insights on how the planning for each of these areas was

structured to achieve results. The overall master plans and current implementation programs and projects will be featured, including the county's construction of a new street car line serving the corridors.

Managing your cigarette taxation program: It's not just about revenues. National security is at stake.

Salon 5, Arlington Ballroom, 1st Floor (take escalator from lobby level)

More than 90 of Virginia's cities and towns impose a tax on cigarettes and other tobacco products. This program will help towns to maximize revenue collections by identifying administrative impediments and by highlighting best management practices to overcome these hurdles. Participants will also learn how inadequately managed programs contribute to criminal enterprises, including those with terrorist connections.

Presiding - Edythe Frankel Kelleher, Council Member, Vienna

Speakers - Jeff D. Smith III, President of The Smith Group, Inc. Government Affairs; Paul Carey III, Enforcement Coordinator, Northern Virginia Cigarette Tax Board; G. Stewart Petoe, Director of Legal Affairs, Virginia State Crime Commission

The Affordable Care Act and local governments

Salon 6, Arlington Ballroom, 1st Floor (take escalator from lobby level)

The federal Affordable Care Act affects local governments as employers. It also offers local officials opportunities to work with community partners to help provide information about the health care exchange to residents. While the law is now being implemented, policy and budget discussions in Washington continue around this topic. How may those discussions affect local governments? This workshop will feature two subject experts who will discuss the most pressing issues for localities.

Presiding - Anita Price, Council Member, Roanoke

Speakers - Jessica Rogers, Esq., Sands Anderson, Richmond, Virginia; Neil Bomberg, Program Director, National League of Cities

Fundamentals of land use law

Salon C, Grand Ballroom, 1st Floor (take escalator from lobby level)

Learn how to put your locality in the best position to prevail in land use litigation. This session will cover fundamental concepts of land use law (zoning, subdivisions, etc.) to help prepare elected officials for dealing with land use

applications that come before councils and boards.

Presiding - Peter Stephenson, Town Manager, Smithfield

Speaker - Robert T. Mitchell, Jr.; Hall, Monahan, Engle, Mahan & Mitchell, Winchester

Sponsored by VML Insurance Programs

Second chance: Early intervention program for first-time offending teens

Salons D-E, Grand Ballroom, 1st Floor (take escalator from lobby level)

Teens who drink or use drugs are much more likely to have slipping or failing grades, unplanned and unprotected sex, accidents resulting in serious injury, and other high risk behaviors. The earlier teens start, the more likely they will experience addiction problems later in life. And a teen's developing brain is highly vulnerable to the disruptive effects of alcohol and drugs, leading to lifelong impacts. Find out how Arlington's Second Chance early intervention program was developed collaboratively by multiple county agencies, how it's working to change the behaviors of teens the first time they are caught engaged in substance abuse, and what their external researchers say about the program's effectiveness.

Presiding - Mary Hynes, Board Member, Arlington County

Speakers - Abby Raphael, Chair, Arlington County School Board; Theo Stamos, Commonwealth's Attorney, Arlington County; John Andelin, Board Member, Arlington Partnership for Children, Youth & Families, and Debby Taylor, Senior Vice President, Phoenix Houses of the Mid-Atlantic.

Effect of new GASB standards on local governments

Salon H, Grand Ballroom, 1st Floor (take escalator from lobby level)

Next year's financial statements for local governments will disclose more pension information than ever as a result of requirements of a new standard from the Governmental Accounting Standards Board (GASB). Learn what these new requirements are, what the effect will be on local governments, and how the \$15 billion in unfunded liability for the state teachers retirement plan will be handled. But wait—there's more! Also find out about what new standards may be coming down the pike from GASB, including a potential changing of disclosure requirements for tax credits, abatements and relief programs.

Presiding - Bob Coiner, Mayor, Gordonsville

Speakers - Jack Reagan, Audit Partner, CliftonLarsonAllen LLP; Chris Morrill, City Manager, Roanoke

2:30-2:45 p.m. Refreshment Break

Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

2:40 p.m. Raffle Drawing in the Exhibit Hall

Salons 1-4, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

The Exhibit Hall closes at 2:45 p.m.

2:45-4 p.m. Concurrent Sessions

Mobile workshop - continued

Breakout sessions

Engaging citizens, encouraging open government: Social media considerations and strategies

Salon 5, Arlington Ballroom, 1st Floor (take escalator from lobby level)

With today's rapidly changing media landscape, citizens of various generations communicate and receive information through a multitude of platforms, including blogs, social media, traditional media and more. What's more, many citizens expect two-way communication with government representatives – in real time. This presentation will focus on policies governing the establishment and administration of a public sector social media presence, a review of best practices and tips and strategies for addressing dissatisfied citizens and working with nontraditional media such as citizen bloggers.

Presiding - Anne Lewis, Assistant City Manager, Harrisonburg

Speaker - Hollie S. Cammarasana, MPA; Director of Communications, VML Insurance Programs

Becoming a beer-friendly community

Salon 6, Arlington Ballroom, 1st Floor (take escalator from lobby level)

The brewing of local craft beer is sweeping across the Commonwealth. The burgeoning industry is becoming not only a significant employer, but the 60-plus breweries in the state are becoming growing tourist attractions and destination magnets for local residents. Learn about industry trends, what a brewery needs when shopping for a location and how the communities that are embracing beer in Virginia are benefiting.

Presiding - Charles Hartgrove, Town Manager, Ashland

Speakers - Lee Graves, The Beer Guy, Richmond Times-

Dispatch; John Wampler, Head Brewer, Legend Brewery, Richmond; Caroline Gibson, Director of Corporate Communications, Virginia Tourism Corporation.

Transportation Funding: Will any of the taxes raised in the 2013 session for transit, road maintenance and construction trickle down to local governments?

Salon C, Grand Ballroom, 1st Floor (take escalator from lobby level)

Some 84 cities, towns and counties maintain their own roads and more than 40 public transit providers serve commuters, students, and special-needs Virginians. Participants will be given a “big picture view” of the 2013 transportation funding law, and learn how the new tax dollars will be used to meet the state's transportation challenges. There will also be an opportunity to learn how the state's desire to push transit systems to perform at higher levels of effectiveness and efficiency will lead to changes in transit capital and operating funding formulas. Lastly, participants will learn how new transportation funding will affect local road maintenance efforts.

Presiding - Ron Rordam, Mayor, Blacksburg

Speakers - Jennifer Debruhl, Local Assistance Division Director, Virginia Department of Transportation; Jim Regimbal, Principal at Fiscal Analytics, Ltd.; Cindy Mester, Assistant City Manager, Falls Church

Stormwater 101: Requirements, costs and opportunities

Salons D-E, Grand Ballroom, 1st Floor (take escalator from lobby level)

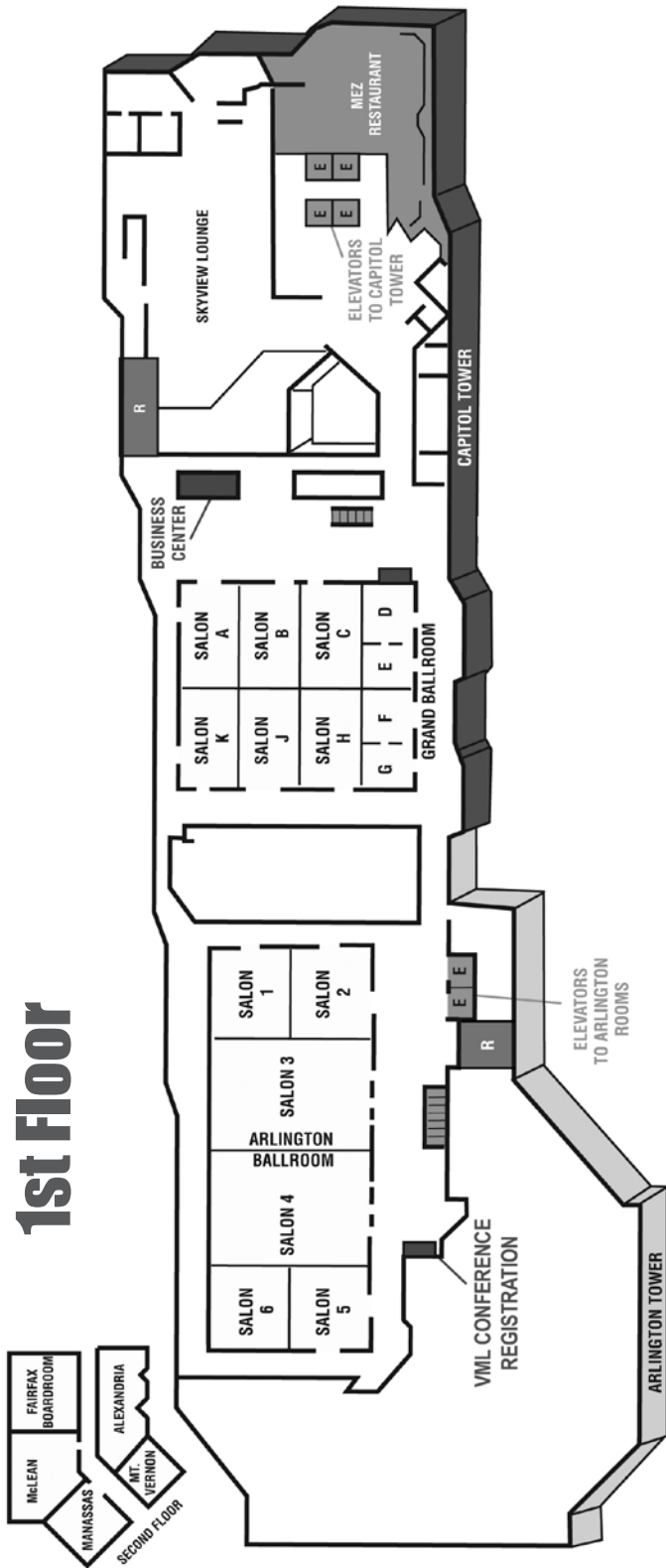
Virginia local governments are increasingly coming under costly federal and state requirements to reduce pollutants entering waterways from stormwater runoff. Recent cost estimates for Virginia municipalities range in the billions of dollars to reduce stormwater pollutants entering the Chesapeake Bay. Participants will receive an overview of the legal and statutory framework outlining the responsibilities local governments must meet to comply with state and federal laws. Additionally, attendees will learn about cost-effective measures, including pollution trading programs, which can result in lessening the financial burdens to communities.

Presiding - Rosemary Wilson, Council Member, Virginia Beach

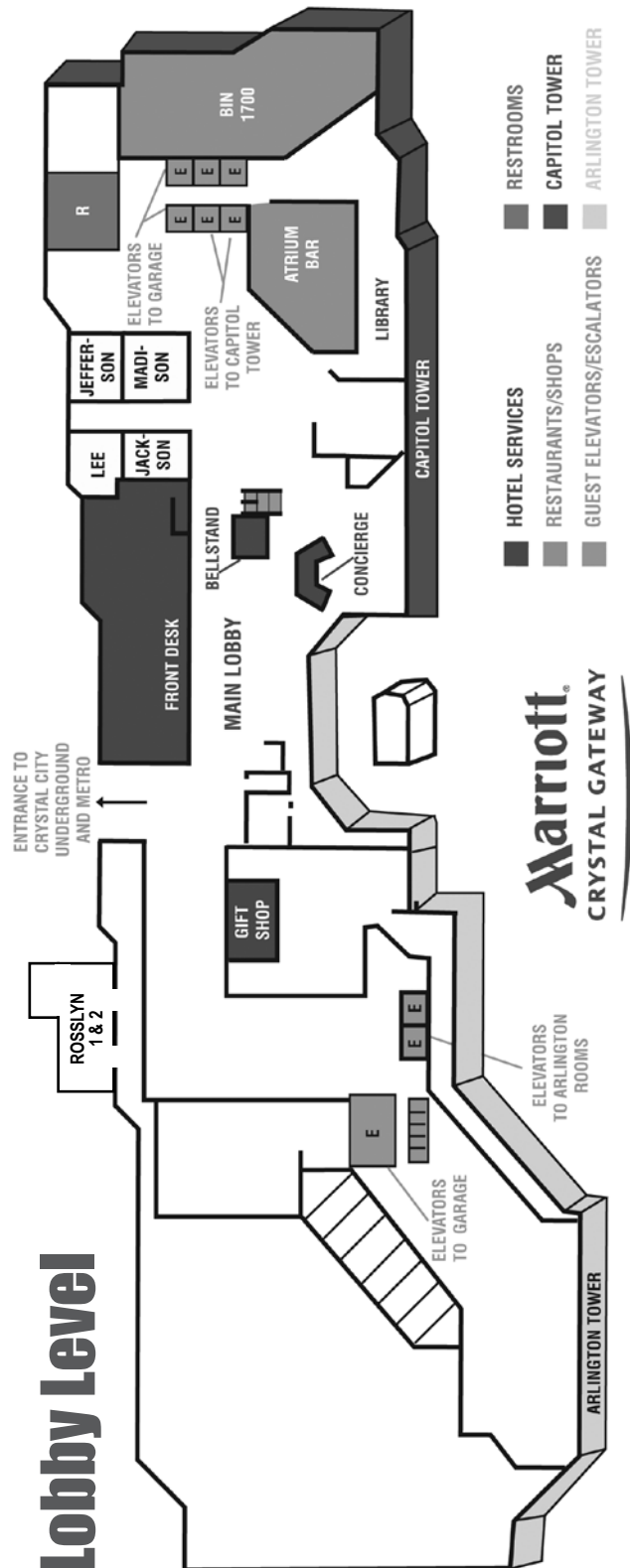
Speakers - Chris Pomeroy, President, AquaLaw; Adrienne Kotula, Policy Specialist, James River Association; Beth McGee, Senior Water Quality Scientist, Chesapeake Bay Foundation

continues on page 26

1st Floor



Lobby Level



- RESTROOMS
- HOTEL SERVICES
- RESTAURANTS/SHOPS
- GUEST ELEVATORS/ESCALATORS
- CAPITOL TOWER
- ARLINGTON TOWER



Using code enforcement to improve neighborhoods and tackle blight problems

Salon H, Grand Ballroom, 1st Floor (take escalator from lobby level)

State law provides a number of avenues by which localities can work with property owners and others to encourage the revitalization of blighted areas. Find out how the legal department and the building official's offices can work together to improve neighborhoods.

Presiding - Ceasor T. Johnson, Vice Mayor, Lynchburg

Speakers - John Catlett, Building Official, Alexandria; Cynthia B. Hall, Deputy City Attorney, Norfolk

5:30 - 9 p.m. Host County Night

Buses will depart the hotel lobby at the South Eads Street entrance beginning at 5:30 p.m.

This colorful, lively event will be held at Artisphere, Arlington's eclectic cultural center. You'll enjoy fine food and drinks, live music and dance. You'll do all of this surrounded by an assortment of art, including Andy Warhol's famous "Silver Clouds" installation.

Dress is casual. Your conference name badge is your ticket for admittance. Each registrant received two drink tickets in your registration packet. Don't forget to bring them with you!

Sponsored by Arlington County

7:45 - 8:45 a.m. Annual Prayer Breakfast

Held in honor of the league's past presidents

Salon I, Arlington Ballroom, 1st Floor (take escalator from lobby level)

Presiding - David P. Helms, Mayor, Marion; VML President Elect

Keynote Address - Faith in Community

Keynote Speaker - The Rev. Dr. Linda Olson Peebles, Minister in Faith in Action, Unitarian Universalist Church of Arlington



- Peebles -

Dr. Olson has served the Unitarian Universalist Church of Arlington as one of its ministers since 2001. She also served in national UUA denominational leadership since the 1990s and currently is the President of the Unitar-

ian Universalist Ministers Association, a multi-national professional group. Since the 1980s, she has been a board member of various Northern Virginia human services and educational organizations, including a past president of the United Community Ministries in south Fairfax County. She is a founding member of Virginians Organized for Inter-faith Community Engagement.

8 - 9 a.m. Continental Breakfast

Grand Ballroom Foyer, 1st Floor (take escalator from lobby level)

8 a.m. - Noon Registration

Arlington Ballroom Foyer, 1st Floor (take escalator from lobby level)

9 - 10:30 a.m. General Session

Salons A - C, Grand Ballroom, 1st Floor (take escalator from lobby level)

Presiding - William D. Euille, Mayor, Alexandria; VML Vice President

Keynote Address - Ageless Community: Creating a Great Place for Every Generation

Keynote Speaker - John Martin, Southeastern Institute of Research



- Martin -

Demographic and cultural trends are reshaping the future of Virginia's cities and towns. In this keynote presentation, attendees will gain a new generational perspective on what trends will have the most impact and why. Attendees will come away with specific action steps on how to make their community ageless – a great place to live, work and play for people across every generation.

Presentation of Go Green Certificates

10:30-10:45 a.m. Refreshment break

Grand Ballroom Foyer, 1st Floor (take escalator from lobby level)

10:45 a.m.-Noon City, Town and Urban Section Elections & Workshops

The annual meetings of the City, Urban and Town Sections include the election of the chair and vice chair of each section and a workshop. The chair of each section sits on the VML Executive Committee.

City Section: Community development and revitalization

Salons D-E, Grand Ballroom, 1st Floor (take escalator from

lobby level)

Explore the resources that state agencies offer cities to develop, protect from blight and revitalize communities and neighborhoods.

Presiding - Mimi Elrod, Mayor, Lexington; City Section Chair

Speakers - Chris Thompson, Policy Manager, Department of Housing and Community Development; Mike Hawkins, AICP, PhD, Managing Director of Community Outreach, Virginia Housing Development Authority

The City Section consists of cities with populations of 35,000 or below. Members of the City Section are Bristol, Buena Vista, Colonial Heights, Covington, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hopewell, Lexington, Manassas Park, Martinsville, Norton, Petersburg, Poquoson, Radford, Salem, Staunton, Waynesboro, Williamsburg and Winchester

Town Section: Working together for economic development

Salons H-J, Grand Ballroom, 1st Floor (take escalator from lobby level)

Town managers who have worked with the county staff to create economic development opportunities and community improvement projects will describe the techniques they used and the issues they faced.

Presiding - Katie Sheldon Hammler, Council Member, Leesburg; Town Section Chair

Speakers - Chris Lawrence, Town Manager, Vinton; Charles Hartgrove, Town Manager, Ashland; Gerald Spates, Town Manager, Farmville

The Town Section consists of all towns, regardless of population.

Urban Section: Strategies and partnerships for educational success

Salons F-G, Grand Ballroom, 1st Floor (take escalator from lobby level)

Parental, community and business involvement are essential ingredients in any successful education system. This session will allow local officials to learn about successful approaches that have worked or are being tried in Virginia localities. The City of Norfolk is launching a variety of programs designed to address specific issues in their public schools. The Joint Legislative Audit and Review Commission has concluded a study on the effectiveness of year-round and extended-day programs, and is working on a

study on restructuring low performing schools.

Presiding - Patricia Woodbury, Council Member, Newport News; Urban Section Chair

Thomas Smigiel, Council Member, City of Norfolk; Staff member; Joint Legislative Audit and Review Commission

The Urban Section consists of those cities and counties that are regular members and have a population in excess of 35,000. The Urban Section uses a weighted voting procedure based on population for the election of the chair and vice chair. Members of the Urban Section and the number of votes are Alexandria (1), Arlington County (2), Charlottesville (1), Chesapeake (2), Danville (1), Hampton (1), Harrisonburg (1), James City County (1), Lynchburg (1), Manassas (1), Newport News (2), Norfolk (2), Portsmouth (1), Richmond (2), Roanoke (1), Suffolk (1) and Virginia Beach (4)

Noon-1:15 p.m. Group Luncheon

Salons A-C, Grand Ballroom, 1st Floor (take escalator from lobby level)

Presiding - Karen Pallansch, General Manager, Alexandria Sanitation Authority; Chair, Virginia Municipal League Insurance Programs

Keynote Address - Is It Me, or Is It You? Creating a Culture of Civility

Keynote Speaker - Michael G. Fann, Director of Loss Control, Tennessee Municipal Risk Management Pool



- Fann -

One of the purest predictors of future claims experience is the morale of an organization. While workplace harassment gets the headlines, many other claims have “improper behavior” as their foundational cause. This humorous session examines the roles that poor communication skills, personal insecurity and “the rumor mill” play in creating a toxic culture within an 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. Michael Fann has served with the Loss Control Department of the TML Risk Management Pool since 1986. He has held the role of Director of Loss Control since 1994, a department that provides loss control assistance and services to approximately 500 pool participants employing more than 35,000 governmental employees.

Sponsored by VML Insurance Programs

Noon-1:15 p.m. Women in Local Government Luncheon (tickets required)

Salon I, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

*Presiding - Mary Hynes, Board Member,
Arlington County*

*Keynote Address - A Global Perspective on
Women in Politics*

*Keynote Speaker - Susan A. Markham,
Director, Women's Political Participation,
National Democratic Institute (NDI),
Washington, D.C.*



- Markham -

The Women's Political Participation Program helps women acquire the tools necessary to participate successfully in all aspects of the political process. Its creative and wide-ranging programs – in both emerging and more established democracies – engage women in legislatures, political parties, and civil society as leaders, activists and informed citizens. These programs create an environment where women can advocate on matters of policy, run for political office, be elected, govern effectively, and participate meaningfully in every facet of civic and political life. The program is an initiative of the NDI, a non-profit, non-partisan organization that works to support and strengthen democratic institutions worldwide.

1:20-3 p.m. Concurrent Workshop & Local Government Round Tables**Freedom of Information Act**

Salon D, Grand Ballroom, 1st Floor (take escalator from lobby level)

Learn about the ins and outs of the state Freedom of Information Act. Whether the topic is public meetings, closed sessions, public records or emails, the smart local official knows that knowledge is the best way to avoid inadvertent mistakes in complying with FOIA. A question and answer period will be included in the session.

Presiding - Don Harris, Mayor, Bluefield

Speaker - Maria Everett, Executive Director, Virginia Freedom of Information Advisory Council

University/communities connections: Putting out the welcome mat for college students

Salon E, Grand Ballroom, 1st Floor (take escalator from lobby level)

Every year, thousands of young people stream into communities across Virginia to attend college. Students new to town must learn to navigate around campus and around a new community. Some communities, in cooperation with their local universities, have orientation programs that give students a positive and helpful introduction to the place in which they are now living. This session will focus on two communities' efforts to welcome students; how they developed their respective programs, their experience, and what they've learned along the way.

Presenter - L. Kimball Payne, III, City Manager, City of Lynchburg

Speakers - Scott Silverthorne, Mayor, Fairfax; Traci Claar, Director of Community and Local Government Relations, George Mason University, Fairfax; Paul Freiling, Vice Mayor, Williamsburg; Judith Knutson, Council Member, Williamsburg; Jackson C. Tuttle II, City Manager, Williamsburg

Local Government Roundtables

Salons F-J, Grand Ballroom, 1st Floor (take escalator from lobby level)

Here's an opportunity to learn about three topics in just an hour and 40 minutes. Pick a table and learn the essentials about a topic of interest to local governments. After 30 minutes, pick another table and topic. After another 30 minutes, you will go to your third table. If the table you are interested in is too crowded the first time, just pick a different one and try again the next time period.

Bells and whistles of railroad quiet zones

Many local officials have heard complaints from residents about loud trains, particularly late at night. Federal railroad safety mandates and today's louder train horns can run headlong into efforts to revitalize downtown areas that are often bisected by railroad crossings. You'll sleep better after learning how the Town of Gordonsville, which has four highway-grade railroad crossings within its historic half-mile Main Street corridor, developed and implemented a Quiet Zone with the help of the Federal Railroad Administration and the local railroad. Night-time train horns in the town are a thing of the past.

Presenter - Christopher Colby, Council Member, Town of Gordonsville

Building a healthier community: What do local elected officials have to do with it?

A number of Virginia communities are making strides to encourage healthier lifestyles for their employees and residents. Learn what is happening in cities and towns in Virginia, how local elected officials are, helping to make good things happen, and how the Healthy Eating Active

Living Cities and Towns Campaign for the Mid-Atlantic (HEAL) can help your community get started.

Presenter - Marisa C. Jones, MS, Institute for Public Health Innovation, HEAL Cities & Towns Campaign

Creating a bicycle friendly community

Bicycle ridership, whether for transportation or recreation, is on the increase in localities across Virginia. The benefits are tremendous, including public health, clean air and congestion reduction. Local governments can take a variety of steps to accommodate the growing demand for biking, including creating a network of bike-friendly streets and trails, providing convenient and ubiquitous bike parking, initiating a bikeshare program, providing education and encouragement to potential new cyclists and fostering a culture where biking is “normal” and is integrated into daily life.

Presenters - Chris Eatough, BikeArlington Program Manager; David J Goodman, Bicycle & Pedestrian Programs Manager, Arlington County

Creating clean water cash flows: Innovative financing for stormwater green infrastructure

Learn about creative approaches to treating stormwater that will end up helping clean up your waterways but not your wallet.

Presenter - Eron Bloomgarden, Partner, EKO Asset Management Partners

Deer, coyotes and bears: Oh my!

Wildlife management isn't just an issue for rural areas. No matter the topic – deer, black bears, coyotes, or raccoons – local government officials have to be prepared to deal with a variety of wildlife in urban, suburban and rural areas. Learn how to be prepared to deal with wildlife issues and see how we all play a part in the solution.

Presenters - Mike Dye & Kevin Rose, District Wildlife Biologists, Virginia Department of Game & Inland Fisheries

DRIVE Tourism – Virginia’s statewide tourism development plan

Learn how your community can maximize the economic potential of tourism by taking advantage of the initiatives included in Virginia’s new plan on tourism development. The plan will help communities make the most of their assets, determine where to invest in tourism, identify top lures for your region and suggest policies to spur sustain-

able growth in this important sector of the economy.

Presenters - Steve Galyean, Director of Development, Partnership Alliance Marketing and Bobbie Walker, Director of Partnership Marketing Education, Virginia Tourism Corporation

Hoarding: Tackling the broader issues

Dealing with hoarders requires interagency cooperation from an array of local offices, including code enforcement, public safety, mental health and the health department. Find out how to bring resources to bear to tackle this difficult issue.

Presenter - Philip Pugh, Property Maintenance Division Chief, Alexandria

How public art can power up economic development and quality of life

Learn how Newport News uses its remarkable and growing “outdoor art gallery” to demonstrate to employers, residents and workers — current and prospective — that this is an appealing place to live, work and visit. Explore what makes this model so successful: partnering between the city and a volunteer non-profit, a small investment of city funds that leverages a large amount of private funds that pay for most of the art, and a strategic approach that is installing a diverse collection of quality art in high-visibility locations.

Presenters - Carol Capo, Executive Director, Newport News Public Arts Foundation; Jeff Stodghill, Board Member and President, PMA Architecture; James Bourey, City Manager, Newport News; Pat Woodbury, Council Member, Newport News

Identifying, hiring and retaining veterans

Learn how the City of Norfolk uses industry best practices and state-of-the-art theory to meet current and future hiring and retention needs through the employment of military veterans. Norfolk is one of only nine employers in the state to receive a Virginia Values Veterans Silver Certification from the Virginia Department of Veteran Services.

Presenter - John Andrews, Special Assistant to the City Manager for Military and Veterans Services, Norfolk

Incentives: Corporate welfare or competitive necessity?

The Commonwealth and its localities offer a variety of inducements to encourage businesses to locate in Virginia. What are the types of incentives that are offered and how important are they to Virginia’s economic expansion?

Presenter - Liz Povar, Vice President, Business Xpansion, Virginia Economic Development Partnership

*Local Government Roundtables continued***SAGE – Public/Private Partnerships for roadway gardens to treat stormwater**

SAGE is a public/private partnership aimed at beautifying primary roadways and helping meet EPA-mandated clean water requirements through private, tax deductible donations. Sustainable roadside beautification gardens and bio-swales are installed in highway rights-of-way and include an attractive recognition sign for the sponsor. This sponsor recognition is unique in the sense that no other program in Virginia allows a private entity to place their name in a public right-of-way.

Presenter - Proctor S. Harvey, President, HDLA, Inc.

Solar and renewable-charged battery banks for critical infrastructure

Find out how local governments can keep the street lights and other critical public infrastructure running through the use of mobile battery packs. This innovative approach relies on dedicated hybrid renewable energy tied to storage systems to provide autonomous power, the highest level of power quality, and absolute electric power reliability.

Presenter - Scott Sklar, President, Stella Group, LTD

VMLIP's New Communications/Public Relations Consulting Services

With today's rapidly changing media landscape, citizens of various generations communicate and receive information through a multitude of platforms including blogs, social media, traditional media, and more. What's more, many citizens expect two-way communication with governmental entity leaders – in real time. VML Insurance Programs offers communications consulting services to members that also purchase public officials' liability coverage in order to mitigate public officials' liability. Training will be offered on crisis communications, media relations; social media/ blogging; preparing a spokesperson; speechwriting; news writing; developing key messages; critical event logistics and media production.

Presenter - Hollie S. Cammarasana, Director of Communications, VMLIP

3:10-4:30 p.m. Business Meeting & Election of Officers

Salons A-C, Grand Ballroom, 1st Floor
(take escalator from lobby level)

Presiding - Ed Daley, VML President

Election of Officers for 2013-2014

Executive Director's Report

Adoption of 2014 Policy Statements

Adoption of 2014 Legislative Program

5:30-6:15 p.m. Reception

Arlington Ballroom Foyer, 1st Floor
(take escalator from lobby level)

Sponsored by Virginia Economic Development Partnership

6:15-9 p.m. Annual Banquet

Salons 4-6, Arlington Ballroom, 1st Floor
(take escalator from lobby level)

Presiding - *Ed Daley, Outgoing VML President*

Remarks by Incoming VML President
David P. Helms, Mayor, Marion

Presentation of Achievement Awards -
Ed Daley and David P. Helms

Entertainment: *The Capitol Steps*

The Capitol Steps began as a group of Senate staffers who set out to satirize the very people and places that employed them. The group was hatched in 1981 when Senate staffers were planning entertainment for a Christmas party. Their first idea was to stage a nativity play, but in the whole Congress they couldn't find three wise men or a virgin. So, they decided to dig into the headlines of the day, and created song parodies and skits that conveyed a special brand of satirical humor. Thirty-two years later the group is still putting the "mock" in democracy through music and political satire.



Exhibitors and Sponsors

The Exhibit Hall will be open Sunday from 1 to 6:30 p.m. and Monday from 8 a.m. to 2:45 p.m. The Exhibit Hall will be the site of the opening reception on Sunday evening, and of a lunch on Monday.

Be sure to qualify to enter this year's raffle for one of 3 debit cards—one for \$300, one for \$200 and one for \$100. A raffle card is in the back of this conference program; just follow the instructions on it, visiting each booth for a signature. Once your raffle card is complete, place it in the basket at the exhibitor check-in desk, located at the exhibit hall entrance. Be sure to complete the process before the drawing at 2:40 p.m. on Monday.

To ensure that conference attendees will be able to take home any prizes they receive from drawings held by individual exhibitors, we have asked the exhibitors to complete their drawings by 12:30 p.m. on Monday. The winners will be posted on a bulletin board next to the VML registration desk.

Numerous businesses have sponsored events at the conference. A complete list of sponsors is included on page 40.

As you tour the exhibit hall, take a minute to thank the exhibitors and sponsors for their support of the league and its programs.

EXHIBITORS (BOOTH NO.S)

All Recreation (69)

Brian Talbot and Mike Slifer
20609 Gordon Park Sq. #190
Ashburn VA 20147
888/419-0001
Allrec.com

Alternative Paving Concepts (49)

Todd Angelo Albin and Michelle Peters
PO Box 9201
Reston VA 20195
703/464-7928
Alternative-paving.com

American Massage Therapy Association, Virginia Chapter (center aisle)

Eka Kapiotis and Becky Bowers-Lanier
324 River Overlook Road
Front Royal VA 22630
540/635-7244
Amtava.org

*American Traffic Solutions (48)

John Joaquin and Charles Turner
1330 W. Southern Avenue
Tempe AZ 85282

480/596-4679
Atsol.com

*Anderson + Associates Inc. (3)

Keli Ratcliffe, Chip Worley and Jessica Nichols
100 Ardmore Street
Blacksburg VA 24060
540/552-5592
andassoc.com

Bates Trucking (27)

Tara Lewis and Eric Dickson
4305 48th Street
PO Box 91
Bladensburg MD 20710
301/773-2069
Bates trucking.com

*Bowman Consulting Group (70)

Jerry Peaks and Ken Baybutt
460 McLaws Circle, Suite 120
Williamsburg VA 23185
757/229-1776
Bowmanconsulting.com

*Citelum (62)

Cecile Eap
1100 New Jersey Avenue, SE,
Suite 850
Washington DC 20003

202/558-4020
Citelum.us

City of Roanoke (9)

Melinda Mayo and Kelly Burd-Adams
215 Church Avenue, SW Room 364
Roanoke VA 24011
540/853-6357
Roanokeva.gov

Columbia Southern University (14)

Shawn Boland
21982 University Lane
Orange Beach AL 36561
251/481-3771
Columbiasouthern.edu

County of Arlington (10)

Emily Cassell, Tammy Watson and Shahriar Amiri
Arlington Economic Development
1100 N. Glebe Road, Suite 1500
Arlington, VA 22201
703/228-0875
Arlingtonva.us

*Downey & Scott LLC (18)

Bill Downey and Chris Hankins
6799 Kennedy Road, Unit F
Warrenton VA 20187
540/347-5001
Downeyscott.com

*Draper Aden Associates (75)

Bill Aden, Carolyn Howard, and Fred Pribble
8090 Villa Park Drive
Richmond VA 23228
804/264-2228
Daa.com

English Construction Company Inc. (58)

Robert Lee and Wm. Alex Amos
PO Box P7000
Lynchburg VA 24505
434/845-0301
Englishconst.com

Ennis- Flint (19)

Stephanie Williams
115 Todd Court
Thomasville NC 27360
336/475-6600
Ennisflint.com

Evergreen Solutions LLC (20)

Elizabeth Arledge
2878 Remington Green Circle
Tallahassee FL 32308
850/383-0111
Consultevergreen.com

First Piedmont Corporation (24)

Mark Daniel
PO Box 1069
Chatham VA 24531
434/432-0211
Fpcwaste.com

*GovDeals (52)

Robin Bradley
5907 Carmichael Place
Montgomery AL 36118
334/387-0532
Govdeals.com

*HBA Architecture & Interior Design Inc. (57)

Candi Jones, Mike Winner, AIA
LEED AP BD+C and Joe Miller, AIA
1 Columbus Center, Suite 1000
Virginia Beach VA 23462
757/490-9048
HBAonline.com

HCA Healthcare (center aisle)

Kristin Thompson
Spotsylvania Regional Medical Center
4604 Spotsylvania Parkway
Suite 100
Fredericksburg VA 22408
540/848-4510
Hcavirginia.com/service/workplace-wellness

*HEAL Cities & Towns Campaign (16)

Marisa Jones
1301 Connecticut Avenue, NW,
Suite 200
Washington DC 20036
202/407-7088 x1026
Healcitiesmidatlantic.org

*Hurt & Proffitt Inc. (54)

Earl Dickerson, PE; Bif Johnson, PE; Ronnie Spiggle, and Brian Cossman, PE
2524 Langhorne Road
Lynchburg VA 24501
434/847-7796
Handp.com

*ICMA – RC (63)

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Washington DC 20002
202/962-6919
Icmarc.org

Laserfiche (31)

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3545 Long Beach Blvd.
Long Beach CA 90807
562/988-1688 x209
Laserfiche.com

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Mark III Employee Benefits (28)

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211 Greenwich Road
Charlotte NC 28211
800/532-1044 ext 203
Markiiiieb.com

*Milestone Communications (72)

Jennifer Bond and Len Forkas
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Reston VA 20190
703/620-2555 x110
Milestonecommunications.com

Mosca Design (33)

Joel Mosca and Phil Hensley
8450 Garvey Drive
Raleigh NC 27616
919/954-0200
Moscadesign.com

*Moseley (21,22)

Tony Bell and Josh Bennett
3200 Norfolk Street
Richmond VA 23230
804/794-7555
Moseleyarchitects.com

*Municipal Code Corporation (30)

Dale Barstow and Faye Creel
PO Box 2235
Tallahassee FL 32316
800/262-2633
Municode.com

Musco Sports Lighting (23)

Steve Wiley and Joe Forche
100 1st Ave W
Oskaloosa IA 52577
641/673-0411
Musco.com

*Pennoni Associates Inc. (1)

Sue Wolford, LA, AICP, Ed Venditti,
Dave Steigler and Vickie White
14532 Lee Road
Chantilly VA 20151
703/449-6713
Pennoni.com

Playground Specialists Inc. (56)

Jeff Barber and Jennifer Mellor
11700 Whates Lane
Thurmont MD 21788
800/385-0075
Playspec.com

*PMA – Architecture (73)

Jeff Stodghill and Linda Smith
10227 Warwick Boulevard
Newport News VA 23601
757/596-8200
Pmaarchitecture.com

Redflex Traffic Systems (35)

David Samuel
23751 N 23rd Ave, Suite 150
Phoenix AZ 85085
623/207-2543
Redflex.com

*Reid Engineering Company Inc. (60)

Shane Reid and Adam Zimmerman, PE
1210 Princess Anne Street
Fredericksburg VA 22401
540/371-8500
Reidengineering.com

*Republic Services (68)

Russell Haywood and Scott Norton
1220 Commerce Street, SW, Box 1
Conover NC 28613
704/361-4179
Republicservices.com

*RRMM Architects (17)

Dan Hickok and Matt Astrin
1317 Executive Boulevard, Suite 200
Chesapeake VA 23320
757/622-2828
Rrmm.com

SAGE Certified (26)

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901 Jefferson Street
Lynchburg VA 24504
434/528-5184
Sagecertified.org

SERVPRO (34)

Linda Purdy, Tim Johnson,
Rati Bogdan, Brian McCabe and Jim Suey
4270 John Marr Drive, #844
Annandale VA 22003
703/237-8800
Servpromclean.com

*SouthData (67)

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201 Technology Lane
Mount Airy NC 27030
336/783-5960
Southdata.com

Southern Software, Inc. (61)

Melinda Rindfleisch and Cameron Dew
150 Perry Drive
Southern Pines NC 28387
800/842-8190
Southernsoftware.com

*Spring City Electrical (53)

Tracie Wolf and Dan Kovalchick
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Spring City PA 19475
610/948-4224
Springcity.com

EXHIBITORS

*Springsted Incorporated (55)

John Anzivino, Joel Dallas and
Mikaela Hout
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804/726-9748
Springsted.com

*SunTrust (7)

Dennis Howard, Hattie Hamlin,
Richard Pylypko, Hank Coleman
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Lynchburg, VA 24505
434/847-2356
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The Local Choice Health Benefits Program (32)

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Richmond VA 23237
804/354-4919
Thelocalchoice.virginia.gov

*Timmons Group (51)

Paul Trapp, Bob Roop and Joe Hines
1001 Boulders Parkway, Suite 300
Richmond VA 23225
804/200-6500
Timmons.com

Traffic Systems & Technology (59)

Randy Dominic and Roger Hale
7853 Coppermine Drive
Manassas VA 20109
703/530-9655
Trafficssystems.us

U.S. Census Bureau (25)

Robyn Harris
4600 Silver Hill Road
Suitland MD 20746
301/763-2756
Census.gov/govs

*Utility Service Co., Inc. (2)

Brad Brown and Scotty Wilkins
PO Box 1350
Perry GA 31069
800/223-3695
Utilityservice.com

VACVB – Virginia Association of Convention & Visitors Bureaus (15)

Mary Furgere and Becky Nix
PO Box 3363
Warrenton VA 20186
540/904-4710
Vacvb.com

VA Tech – through its Virginia Cooperative Extension (50)

Cyndi Marston and Doris Baskfield-Heath
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Hutchenson Hall (0402)
Blacksburg VA 24061
540/231-5299
ext.vt.edu

Virginia Clean Cities (12)

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Harrisonburg VA 22807
540/568-8896
Vacleancities.org

*Virginia Housing Development Authority (66)

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804/343-5620
Vhda.com

Virginia Institute of Government (71)

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Vainstituteofgovernment.org

*Virginia Resources Authority (13)

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Richmond VA 23219
804/644-3100
Virginiaresources.org

*Virginia Rural Water Association (74)

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540/261-7178
Vrwa.org

*VML Insurance Programs (5,6)

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Valocalfinance.org

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Chesapeake VA 23323
757/438-2788
Wasteindustries.com

***Wendel (29)**

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Richmond VA 23219
804/308-9670
Wendelcompanies.com

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Lynchburg, VA 24505
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4604 Spotsylvania Parkway
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Fredericksburg VA 22408
540/848-4510
Hcavirginia.com/service/workplace-
wellness

American Massage Therapy Association, Virginia Chapter

Eka Kapiotis and Becky Bowers-
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PE; Ronnie Spiggle, and Brian
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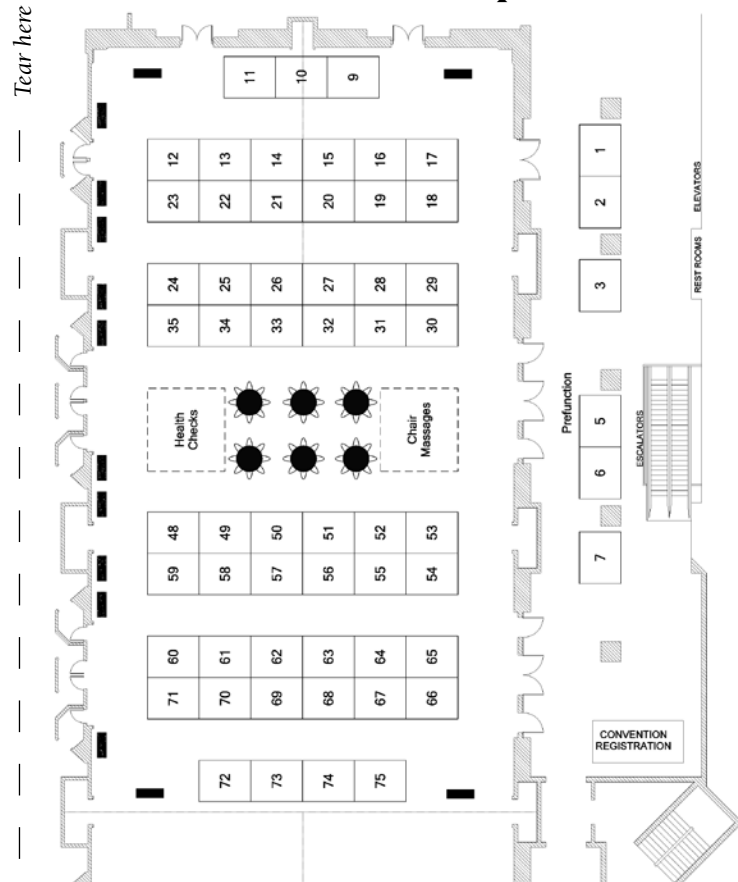
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Rules: Visit each booth in the Exhibit Hall. Exhibitors on the reverse side of this page will initial their listing with a special code as proof of your visit. Once your list is complete, have it verified by a VML staff member before placing it in the basket near the registration desk. **Raffle cards must be in the basket no later than 2:35 p.m. Monday for the raffle drawing at 2:40 p.m.**

Exhibit Hall floor plan



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