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ANNUAL  
CONFERENCE  
ROANOKE

OCT. 5 - 7  
HOTEL ROANOKE & CONFERENCE CENTER

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IN VIEW.



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### Sponsors

(by level of contribution)

\*Virginia Municipal League Insurance Programs

\*SunTrust

\*Dominion

Virginia Tech's Center for Organizational and Technological Advancement (COTA)

\*Wiley | Wilson

Virginia Economic Development Partnership

\*VHDA

\*Hurt & Proffitt Inc.

*\*VML sustaining member*

Contact information on sponsors included on page 34.



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LOCAL GOVERNMENTS WORKING TOGETHER SINCE 1905

# Conference at a glance

## SUNDAY, OCTOBER 5

### 9 a.m. VML Golf Tournament

Blue Hills Golf Club

*Sponsored by Hurt & Proffitt*

### 12:30 - Registration (in Exhibit Hall)

6:30 p.m. Roanoke Ballroom, Ballroom Level

### 1 - 6:30 p.m. Exhibit Hall

Roanoke Ballroom, Ballroom Level

### 1 - 3 p.m. Executive Committee Meeting

Pocahontas Room, Upper Level

### 2 - 4 p.m. Mayor's Walk to the Star

Join Mayor David Bowers for a pleasant, three-quarter-mile walk through Mill Mountain Park to the base of the famous Roanoke Star, where you will enjoy the unparalleled view of the Roanoke Valley. A must-see for anyone who has never been there! Participants will be transported from the Hotel Roanoke lobby to the point where the walk begins and picked up at the point where it ends. The terrain is easy, but hilly, so wear comfortable shoes. This event will be held rain or shine.

### 3 - 5 p.m. Legislative Committee Meeting

Crystal Ballroom ABE, Ballroom Level

### 4 p.m. Nominations Committee

Brush Mountain Room, Ballroom Level

### 4:30 - Opening Reception in the Exhibit Hall

6:30 p.m. Roanoke Ballroom, Ballroom Level

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

*Sponsored by SunTrust*

## MONDAY, OCTOBER 6

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

Roanoke Ballroom, Ballroom Level

### 8 a.m. - 3 p.m. Registration (in Exhibit Hall)

Roanoke Ballroom, Ballroom Level

### 8 a.m. - 3 p.m. Exhibit Hall

Roanoke Ballroom, Ballroom Level

Remember, the Exhibit Hall closes Monday at 3 p.m.; the raffle drawing will be held at 2:55 p.m.

### 9 - Noon

### Opening session

Crystal Ballroom, Ballroom Level

### 10:10 -

### Refreshment Break in the Exhibit Hall

### 10:30 a.m.

Roanoke Ballroom, Ballroom Level

*Sponsored by Virginia Economic Development Authority*

### 11:30 a.m. -

### Etiquette Luncheon (Spouses program, tickets required)

### 1:30 p.m.

Shenandoah Room A, Upper Level

### Noon - 1 p.m.

### Lunch in the Exhibit Hall

Roanoke Ballroom, Ballroom Level

*Sponsored by Wiley|Wilson*

### Noon - 1 p.m.

### NBC-LEO Program and Luncheon (tickets required)

Pocahontas Room, Upper Level

### Noon - 1 p.m.

### Virginia Local Government Management Association Luncheon (tickets required)

Shenandoah Room B, Upper Level

### 1:15 -

### 2:45 p.m.

### Mobile Workshop - See what's behind Roanoke's revitalization and adaptive reuse success stories

Bus departs from the Wells Avenue Conference Center exit (lower level). Participation is limited to 23 on a first-come, first-served basis.

*Thanks to our bus sponsor: VHDA*

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

### Cyber risk facing large and small public entities

Buck Mountain Room, Ballroom Level

*Sponsored by VML Insurance Programs*

### Funding Virginia's transit future

Washington Lecture Hall, Conference Level

### Helping children enter kindergarten ready to read

Wilson Room, Conference Level

### Conflict of interests

Crystal Ballroom A-C, Ballroom Level

### Rail safety issues -The Lynchburg event

Crystal Ballroom D-E, Ballroom Level

### 2:30 - 3 p.m.

### Refreshment Break in the Exhibit Hall

Roanoke Ballroom, Ballroom Level

### 2:55 p.m.

### Raffle Drawing in the Exhibit Hall

Roanoke Ballroom, Ballroom Level

Please note that Exhibit Hall closes at 3 p.m.



**3 - 4:30 p.m. Mobile workshop - Citizen-based approach to improving public buildings**  
Bus departs from the Wells Avenue Conference Center exit (lower level). Participation is limited to 23 on a first-come, first-served basis.  
*Thanks to our bus sponsor: VHDA*

**3 - 4:15 p.m. Concurrent Sessions**

State budget outlook  
Crystal Ballroom A-C, Ballroom Level

**Healthy communities: What's working in Virginia**

Buck Mountain Room, Ballroom Level

**What localities need to know about rail safety in their communities**

Crystal Ballroom D-E, Ballroom Level

**Solar communities**

Washington Lecture Hall, Conference Level

**6 - 9 p.m. Host City Night**

*Sponsored by City of Roanoke*

Tickets for two complimentary drinks at the reception and two during dinner are included in the conference packets.

Bus transportation will be provided from the Sheraton Roanoke. Center in the Square and Market Square are within easy walking distance of The Hotel Roanoke & Conference, but if transportation is needed, the bus from the Sheraton will be stopping at The Hotel Roanoke and then taking passengers to Center in the Square.

## TUESDAY, OCTOBER 7

**7:45 - Annual Prayer Breakfast (tickets required)**

**8:45 a.m.** Held annually in honor of past presidents of VML  
Shenandoah Room B, Upper Level

**8 - 9 a.m. Continental Breakfast**

Crystal & Roanoke Ballrooms Foyers, Ballroom Level

**8 a.m. - Noon Registration**

North Entry Foyer, Ballroom Level

**9-10:30 a.m. General Session**

Crystal Ballroom, Ballroom Level

**10:30 - Refreshment break**

**10:45 a.m.** Crystal & Roanoke Ballroom Foyers, Ballroom Level

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

**Noon** 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: Dealing with aging infrastructure**

Washington Lecture Hall, Conference 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: Looking outside the box: Finding new ways to fund local needs**

Roanoke Ballroom AB, Ballroom Level

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

**Urban Section: Services for veterans**

Pocahontas Room, Upper 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 (2), 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**

Roanoke Ballroom C-H, Ballroom Level

*Sponsored by VML Insurance Programs*



**Noon -**

**1:15 p.m.**

**Women in Local Government Luncheon (tickets required)**

Shenandoah Room B, Upper Level

**1:20 - 3 p.m.**

**Concurrent Workshop & Local Government Round Tables**

**Freedom of Information Act**

Mill Mountain Room, Ballroom Level

**University Communities: Creating beneficial relationships between communities and universities**

Buck Mountain Room, Ballroom Level

**Local Government Roundtables**

Crystal Ballroom, Ballroom Level

- **Black bears (in Virginia) are wild about trash: Trash management options for localities**
- **Building business downtown: Pop up boot camp**
- **Building resilient communities**
- **Creating Place: Creating jobs**

## 1:20 - 3 p.m. Local Government Round Tables

Continued

- **Electronic summons: Cutting back on paperwork for police**
- **eProcurement**
- **The future of clean energy in Virginia**
- **How to lower high school dropout rates**
- **Rental inspection districts**
- **Tools for mixed-use / mixed-income revitalization and adaptive reuse**
- **What the property maintenance code can do for your locality**
- **Urban deer management**

## 3:10 - Business Meeting & Election of Officers

4:30 p.m. Washington Lecture Hall, Conference Level

## 5:30 - Reception

6:15 p.m. Roanoke Ballroom Foyer, Ballroom Level

*Sponsored by Dominion*

A ticket for a complimentary drink at the reception is included in the conference registration packet.

## 6:15 - 9 p.m. Annual Banquet

Roanoke Ballroom C-H



DAVID A. BOWERS  
Mayor

## CITY OF ROANOKE OFFICE OF THE MAYOR

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ROANOKE, VIRGINIA 24011-1594  
TELEPHONE: (540) 853-2444  
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## Greetings to the attendees of the Virginia Municipal League Annual Conference!

As Mayor of the City of Roanoke, it is my pleasure to welcome you to "The Star City." Hosting the 2014 VML Annual Conference is a great opportunity for us to showcase all the exciting things happening in our six-time All-America City.

While you are here, take time to venture out and explore our downtown. Get ready, because as you step into the City Market, you won't believe your eyes. You'll experience a beautifully renovated pedestrian-friendly market square with local farmers and craftsman from the region. Our streets are lined with a number of historic buildings which have been renovated into lofts, apartments, and commercial space. Another "must see" is Center in the Square with its redesigned museums, new aquariums, and a butterfly garden on the roof.

At the end of Market Street, next to Old Fire Station 1 on Church Avenue, you can't help but notice the construction work being done for a new 127-room Hampton Inn & Suites Hotel. If you keep walking and cross Franklin Road you will be in Elmwood Park, Roanoke's latest and greatest makeover project featuring interactive fountains and a fabulous new outdoor amphitheater.

Roanoke is a beautiful October setting for outdoor fun. Our greenways and bike paths are easily accessible from the Hotel Roanoke. Lick Run Greenway is on the other side of Wells Avenue (which runs parallel to Hotel Roanoke), and Mill Mountain Greenway begins in Elmwood Park off Jefferson Street (behind the Main Library). Once again, I've scheduled a Mayor's Walk to "The Star" for Sunday, Oct. 5, at 2 p.m. so come join me just prior to the opening reception for a brief hike.

On a national scale, Roanoke continues to be recognized for its innovation and outstanding quality of life. In addition to being selected by the National Civic League as an "All-America City" six times, Roanoke has been honored as a Leading Digital City by the Center for Digital Government 12 times and, most recently, the U.S. Conference of Mayors' recognized our Parks and Arts Program as an Outstanding Achievement, for the 2014 City Livability Awards.

We hope you will enjoy your time with us, and urge you to discover for yourself the many things that make Roanoke so special.

Welcome to Roanoke!

Sincerely,

A handwritten signature in black ink, reading "David A. Bowers".

David A. Bowers  
Mayor

# Conference Information

## REGISTRATION



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 City 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 devices. 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 13. All meetings will be held at The Hotel Roanoke & Conference Center with the exceptions of the golf tournament, mobile workshops on Monday and Host City Night.

## INFORMATION

For information about league activities, please ask the league staff at the conference registration desk.

The City of Roanoke will host an exhibit booth (#73) on Sunday and Monday in the Exhibit Hall. Please ask the city representatives for information about local recreation, dining or historic points of interest.

## CONFERENCE HOTEL INFORMATION

**The Hotel Roanoke & Conference Center**, 110 Shenandoah Avenue, Roanoke VA (540) 985-5900

**Sheraton Roanoke**, 2801 Hershberger Rd NW, Roanoke, VA, (540) 563-9300

## TRANSPORTATION

The City of Roanoke will provide bus transportation between the Sheraton and the Hotel Roanoke. A bus schedule will be posted in the lobby at the Sheraton and Hotel Roanoke, as well as near the registration desk.

## SPOUSES AND GUESTS

Registration as a spouse or guest includes participation in any of the conference sessions and workshops, the Opening Reception, Host City Night and the Annual Banquet. Spouses also may purchase tickets to attend ticketed meal functions such as the Prayer Breakfast. In addition, a special spouse activity will be held at The Hotel Roanoke on Monday, Oct. 6, from 11:30 a.m.-1:30 p.m. Spouses and guests can join Kathleen Harvey Harshberger, a graduate of the Protocol School of Washington and a certified consultant and trainer on business etiquette and international protocol, for a fun and informative luncheon on the essentials of etiquette. Learn everything from the art of business and social entertaining to the proper way to offer a toast and handle difficult to eat food. The cost is \$35; 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 and other registration materials. Each registrant will receive two complimentary drink tickets for the opening reception on Sunday night; two drink tickets for the reception and two drink tickets for the dinner at Host City Night; and one drink ticket for the reception on Tuesday night. Be sure to bring your complimentary drink tickets with you!

All meal functions are ticketed events. Your conference name badge is your ticket for Host City Night and the Annual Banquet.

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 3 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. The Exhibit Hall will be open Sunday from 1 to 6:30 p.m. and Monday from 8 a.m. to 3 p.m. The Exhibit Hall will be the site of the opening reception on Sunday evening, and refreshment breaks and lunch on Monday, as shown in the program. Detailed information on the exhibitors is included on page 30.

VML thanks its sponsors, which are listed on page 34.

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 2:55 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 City Night.

## 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 Tuesday, 3:10 p.m. Business Meeting of the Annual Conference are the following:

- 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 CONFERENCES

Jan. 28, 2015 – VML Day at the Capitol

Oct. 4 - 6, 2015 – Annual Conference, Richmond

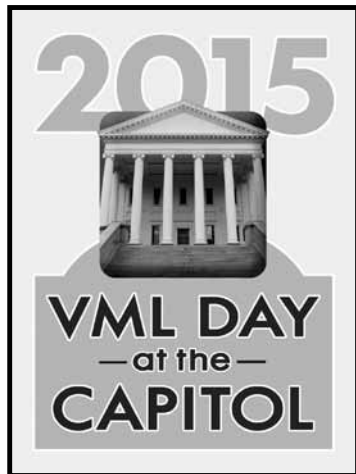
Oct. 9 - 11, 2016 – Annual Conference, Virginia Beach

Sept. 17 - 19, 2017 – Annual Conference, Williamsburg

Sept. 30 - Oct. 2, 2018 – Annual Conference, Hampton

Regional training workshops sponsored by VML Insurance Programs can be accessed by program members via the VML Insurance Programs website at [www.vmlins.org](http://www.vmlins.org).





# New!

Revamped event to feature quality reception, briefings

VML's 2015 special legislative event will provide an outstanding new opportunity for local government officials to interact with members of the General Assembly.

**Location:** Library of Virginia, 800 East Broad Street, Richmond, VA 23219

**Schedule:** 3:00-5:30 p.m. Keynote address and briefings by VML legislative staff; 5:30-7 p.m. Reception

## January 28

**Exclusive VML event.** This outstanding new event replaces what most recently was called "Local Government Day at the General Assembly." It will be held exclusively for VML members.

**Quality reception.** One of the primary goals of this new format is to host a quality reception that will facilitate members of the General Assembly meeting with local elected officials. All legislators from both chambers will be invited by VML to attend the reception, which will be held in the foyer of the Library of Virginia adjacent Capitol Square.

**Registration.** You can register online at [www.vml.org](http://www.vml.org). In the meantime, please save this date on your calendar. The cost will be \$50.

### Hotel reservations.

A bloc of rooms will be set aside at the Hilton Garden Inn Richmond Downtown, at 505 E. Broad St., Richmond, VA 23229. Telephone: (804) 344-4300. More information on reserving a room at a special rate will be forthcoming.



# Conference Program

SUNDAY, OCTOBER 5

9 a.m.

### VML Golf Tournament

Blue Hills Golf Club

*Sponsored by Hurt & Proffitt*

12:30 - 6:30 p.m. **Registration (in Exhibit Hall)**

Roanoke Ballroom, Ballroom Level

1 - 6:30 p.m. **Exhibit Hall**

Roanoke Ballroom, Ballroom 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 3 p.m.; the raffle drawing will be held at 2:55 p.m.

1 - 3 p.m.

### Executive Committee Meeting

Pocahontas Room, Upper Level

2 - 4 p.m.

### Mayor's Walk to the Star

Join Mayor David Bowers for a pleasant, three-quarter-mile walk through Mill Mountain Park to the base of the famous Roanoke Star, where you will enjoy the unparalleled view of the Roanoke Valley. A must-see for anyone who has never been there! Participants will be transported from the Hotel Roanoke lobby to the point where the walk begins and picked up at the point where it ends. The terrain is easy, but hilly, so wear comfortable shoes. This event will be held rain or shine.

3 - 5 p.m.

### Legislative Committee Meeting

Crystal Ballroom ABE, Ballroom Level, Ballroom Level

*Presiding-Sharon Scott, Council Member, Newport News*

The committee will take final action on the proposed VML Legislative Program for 2015.

4 p.m.

### Nominations Committee

Brush Mountain Room, Ballroom Level

*Presiding-Edwin C. Daley, Assistant City Manager, Emporia*

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

Roanoke Ballroom, Ballroom Level

Tickets for two complimentary drinks are included in conference registration packets. *Sponsored by SunTrust*



## MONDAY, OCTOBER 6

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

Roanoke Ballroom, Ballroom Level

### 8 a.m. - 3 p.m. Registration (in Exhibit Hall)

Roanoke Ballroom, Ballroom Level

### 8 a.m. - 3 p.m. Exhibit Hall

Roanoke Ballroom, Ballroom 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 3 p.m.; the raffle drawing will be held at 2:55 p.m.

### 9 - Noon Opening session

Crystal Ballroom, Ballroom Level

**Call to Order** - David P. Helms, Mayor, Marion; VML President

**Presentation of Colors** - William Fleming High School Air Force Junior ROTC

**National Anthem** - Nibigira Elvanie, Patrick Henry High School, Roanoke

**Pledge of Allegiance**

**Welcome** - David A. Bowers, Mayor, Roanoke



- Howell -

### Keynote address - William J. Howell, Speaker, Virginia House of Delegates

Bill Howell was sworn in as the 54<sup>th</sup> Speaker of the Virginia House of Delegates in January 2003. He was first elected as a delegate in 1987. He represents the 28<sup>th</sup> House District, which includes parts of Stafford County and the City of Fredericksburg.

**Report of the Nominations Committee** - Ed Daley, Assistant City Manager, Emporia

**Report of the President** - David P. Helms

### 10:10 - Refreshment Break in the Exhibit Hall

10:30 a.m. Roanoke Ballroom, Ballroom Level

*Sponsored by Virginia Economic Development Partnership*

### 10:30 - 11 a.m. Keynote address - Edward Gillespie, Republican Party Candidate, U.S. Senate



- Gillespie -

Ed Gillespie is a candidate for the U.S. Senate from Virginia. Gillespie is an Alexandria communications consultant and former White House aide. He was a long-time policy and communications aide to former House Majority Leader Dick Armey and was the principal drafter of the Contract with America. He is a former chairman of the Republican National Committee and a former chairman of the Republican Party of Virginia.

### 11 - 11:30 a.m. Keynote Address-Senator Mark Warner, Democratic Party Candidate, U.S. Senate



- Warner -

Mark Warner represents Virginia in the U.S. Senate and is running for re-election. He was elected to the U.S. Senate in November 2008. He served as Governor of Virginia from 2002 to 2006. He is a businessman who invested in the earliest days of the cell phone industry and eventually co-founded the company that became Nextel.

**Recognition of VEOLA Graduates**  
**Invitation to 2015 Annual Conference**

### 11:30 a.m. - Etiquette Luncheon (Spouses program, tickets required) 1:30 p.m. Shenandoah Room A, Upper Level

Spouses and guests can join Kathleen Harvey Harshberger, a graduate of the Protocol School of Washington and a certified consultant and trainer on business etiquette and international protocol, for a fun and informative luncheon on the essentials of etiquette. Learn everything from the art of business and social entertaining to the proper way to offer a toast and handle difficult to eat food.

### Noon - 1 p.m. Lunch in the Exhibit Hall

Roanoke Ballroom, Ballroom Level

*Sponsored by Wiley|Wilson*

## MONDAY, OCTOBER 6

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

Pocahontas Room, Upper Level

**Presiding** - Horace Webb, Vice Mayor, Petersburg and Anita James Price, Council Member, Roanoke



- Perkins -

#### **Keynote Speaker - Chris Perkins, Chief of Police, Roanoke**

Roanoke's drug market initiative aims to eliminate violent crimes by giving first-time drug offenders a second chance. Learn about this successful venture from Roanoke's chief of police. Chris Perkins was appointed chief of police in 2010, but has worked with the department since 1992.

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

Shenandoah Room B, Upper Level

**Presiding** - Brenda G. Garton, Gloucester County Administrator, VLGM Association President

#### **Keynote Topic - What the Young Guard Can Teach the Olde Guard**

**Panel Leader** - Bob Stripling, Professor of Practice, Virginia Tech Center for Public Administration and Policy

**Panelists** - Graduate Certificate in Local Government Management Program students India Adams, Matt Reges, and Cody Sexton

### 1:15 - 2:45 p.m. Mobile Workshop - See what's behind Roanoke's revitalization and adaptive reuse success stories

Many downtown historic structures in Roanoke – factories, hotels, storefronts and warehouses – have been brought back to life as mixed-use / mixed-income properties with affordable housing options. Also see how tax credits have changed communities. Tour leaders are Mike Hawkins, Managing Director of Community Outreach, and Jessica Griffin, Asset Manager, VHDA.

Bus departs from the Wells Avenue Conference Center exit (lower level). Participation is limited to 23 on a first-come, first-served basis.

Thanks to our bus sponsor: VHDA

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

#### **Cyber risk facing large and small public entities**

Buck Mountain Room, Ballroom Level

*Sponsored by VML Insurance Programs*

What are the security/ privacy threats, legal liability, loss control best practices and claim trends impacting public entities.

**Presiding** - Kurt Hodgen, City Manager, Harrisonburg

**Speaker** - Mark Greisiger, President, NetDiligence

#### **Funding Virginia's transit future**

Washington Lecture Hall, Conference Level

What happens when the demand for transit meets the reality of declining federal and state dollars? Learn how localities can make a business case for putting more money in developing bus and rail systems.

**Presiding** - Dr. Patricia Woodbury, Council Member, Newport News

**Speakers** - Jennifer Mitchell, Director, Virginia Department of Rail & Transportation; Kelly Coyner, Director, Northern Virginia Transportation Commission; Brian Smith, Chief Communications Officer, Hampton Roads Transit; Shannon Valentine, Member, Commonwealth Transportation Board

#### **Helping children enter kindergarten ready to read**

Wilson Room, Conference Level

Learn about Star City Reads, Roanoke's award-winning program for preparing children to be ready to read in kindergarten. The data is clear: Early children literacy is essential to student achievement. The broader question is what local governments can do to encourage and promote childhood literacy.

**Presiding** - David A. Bowers, Mayor, Roanoke

**Speakers** - David Bowers, Mayor, Roanoke; Kris Meyers, Program Manager, Smart Beginnings of Greater Roanoke; Craig Ramey, Professor and Distinguished Research Scholar, Virginia Tech Carilion Research Institute

#### **Conflict of interests**

Crystal Ballroom A-C, Ballroom Level

Explore the ins-and-outs of the Conflict of Interests Act, including the newly-established ethics advisory council, gifts, reporting requirements, personal interests and more.

**Presiding** - Katie Sheldon Hammler, Council Member, Leesburg

**Speakers** - Kathleen Dooley, City Attorney, Fredericksburg; Amanda McGuire, Assistant Attorney General, Virginia Office of the Attorney General; Chris Piper, Executive Director, Virginia Ethics and Conflict of Interests Advisory Council

### Rail safety issues - The Lynchburg event

Crystal Ballroom D-E, Ballroom Level

The train derailment in Lynchburg on April 30 was a disaster that could have been a lot worse. Find out what happened, what went right in the response, and what city and state officials learned that will help in the event of similar situations in the future.

**Presiding** - Ceasor Johnson, Vice Mayor, Lynchburg

**Speakers** - Heather Childress, Acting Battalion Chief, Lynchburg; Brian Moran, Secretary of Public Safety, Commonwealth of Virginia; also, a representative from the Virginia Department of Emergency Management

### 2:30 - 3 p.m. Refreshment Break in the Exhibit Hall

Roanoke Ballroom, Ballroom Level

### 2:55 p.m. Raffle Drawing in the Exhibit Hall

Roanoke Ballroom, Ballroom Level

Please note that Exhibit Hall closes at 3 p.m.

### 3 - 4:30 p.m. Mobile workshop - Citizen based approach to improving public buildings

Tour of improvements to Elmwood Park and the Main Library, with a focus on the citizen engagement, use of local vendors and businesses and environmental enhancements. Tour leaders are Chris Morrill, City Manager; Steve Buschor, Director of Parks and Recreation; and Sheila Umberger, Director of Public Libraries, Roanoke.

Bus departs from the Wells Avenue Conference Center exit (lower level). Participation is limited to 23 on a first-come, first-served basis.

*Thanks to our bus sponsor: VHDA*

### 3 - 4:15 p.m. Concurrent Sessions

#### State budget outlook

Crystal Ballroom A-C, Ballroom Level

Once again Virginia revenues are tumbling downward. What's the short- and long-term outlook for state and local revenues and state and local budgets, and even more importantly, what priorities should local officials be expressing to their legislators?

**Presiding** - Edythe F. Kelleher, Council Member, Vienna

**Speakers** - Jim Regimbal, Fiscal Analytics, Richmond; Neal Menkes, Director of Fiscal Policy, Virginia Municipal League

### Healthy communities: What's working in Virginia

Buck Mountain Room, Ballroom Level

By encouraging active communities, improving access to healthy food and promoting a healthy municipal workplace, local governments can contribute to the physical health of their citizens, while also aiming to improve the overall quality of life and promote business investment. This session, developed in cooperation with Healthy Eating Active Living (HEAL) Cities & Towns, will discuss effective strategies and highlight examples from communities of all sizes for increasing physical activity, preventing obesity, and promoting the local economy. It will also provide information about resources available to community leaders.

**Presiding** - Andrea Oakes, Council Member, Staunton

**Speakers** - Marisa C. Jones, Program Associate, HEAL Cities & Towns Mid-Atlantic, Institute for Public Health Innovation, Washington, D.C.; Phil Miskovic, Council Member, Town of Crewe

### What localities need to know about rail safety in their communities

Crystal Ballroom D-E, Ballroom Level

The train derailments in Lynchburg, Wytheville and other communities in the US, Canada and other countries amply illustrate the potential for accidents. Find out how localities can learn about hazardous substances moving through their communities, and as importantly, what local officials can do to prepare for accidents and protect the public.

**Presiding** - Mary Hynes, Vice Chair, Arlington County Board

**Speakers** - Brian Moran, Secretary of Public Safety, Commonwealth of Virginia; also, a representative from the Virginia Department of Emergency Management

### Solar communities

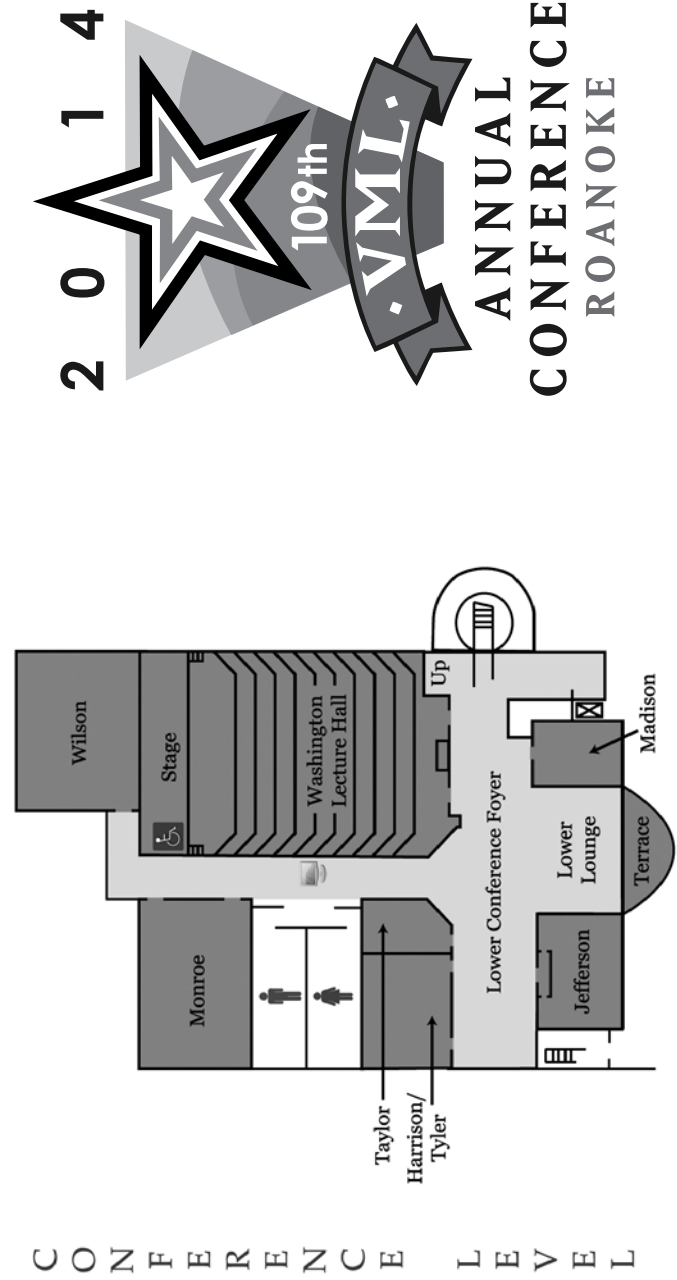
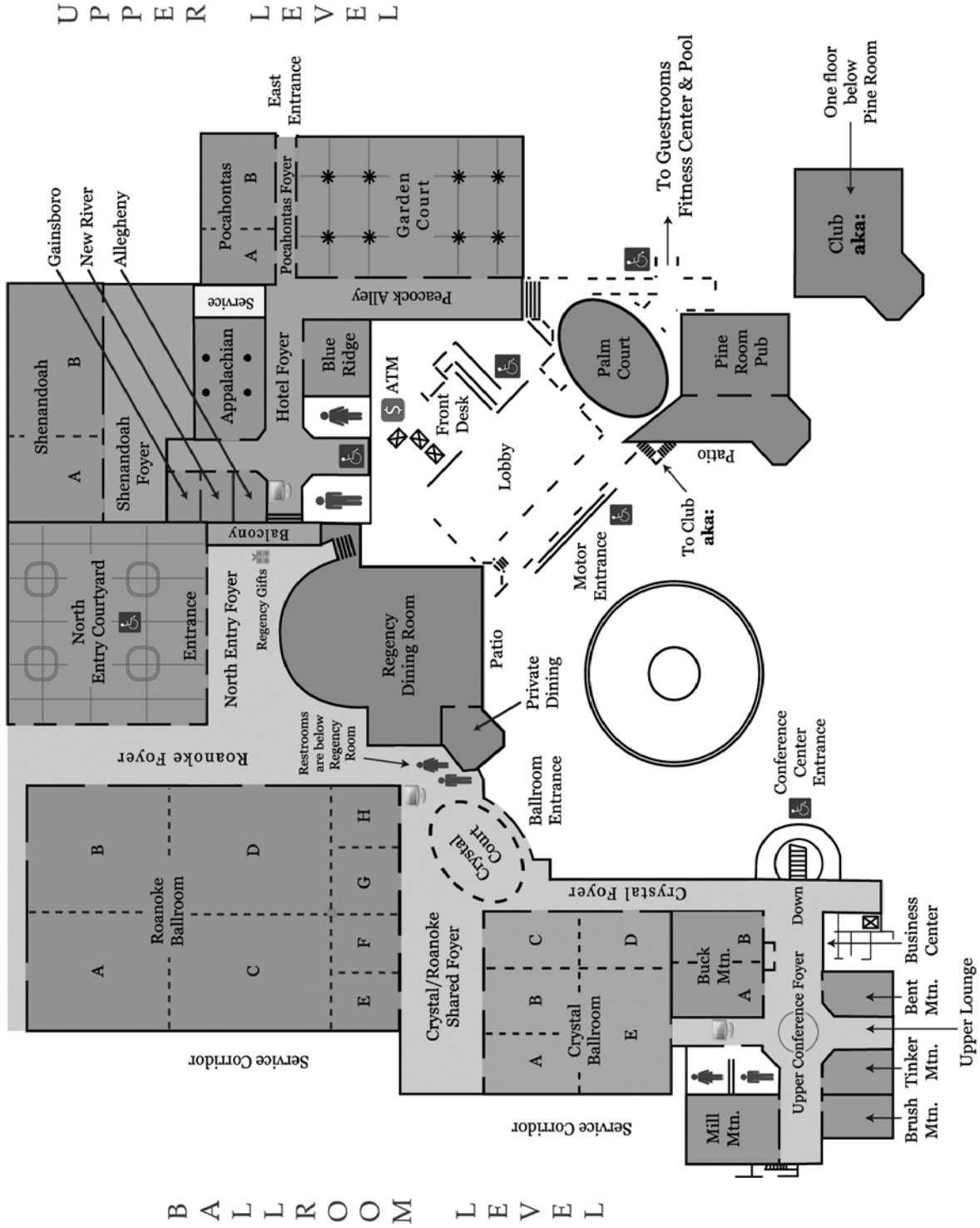
Washington Lecture Hall, Conference Level

Explore how communities across Virginia are launching programs to promote the installation of solar panels. Attendees will learn about new financial incentives for homeowners, businesses and local governments that are being used to increase renewable energy generation.

**Presiding** - Ron Rordam, Mayor, Blacksburg

**Speakers** - Carol Davis, Sustainability Manager, Blacksburg; Ken Cronin, Director of General Services and Sustainability, Roanoke; Anthony E. Smith, President and CEO, Secure Futures, LLC

# Hotel Roanoke & Conference Center Floor Plan





## MONDAY, OCTOBER 6

### 6 - 9 p.m. **Host City Night**

*Sponsored by City of Roanoke*

Roanoke's Host City Night in Market Square is always a hit. The Monday night event will start with a reception in the newly-renovated Center in the Square, home of several museums, galleries and shops. Dinner will follow in the Market Square, beginning with The Virginia Military Institute Pipe Band performing several musical pieces. Dinner will include a variety of dishes from Roanoke's many excellent downtown restaurants, as well as some light jazz dinner music!

Tickets for two complimentary drinks at the reception and two during dinner are included in the conference packets.

Bus transportation will be provided from the Sheraton Roanoke. Center in the Square and Market Square are within easy walking distance of The Hotel Roanoke & Conference, but if transportation is needed, the bus from the Sheraton will be stopping at The Hotel Roanoke and then taking passengers to Center in the Square.



### 9 - 10:30 a.m. **General Session**

Crystal Ballroom, Ballroom Level



- Catlett -

**Presiding** - Ron Rordam, Mayor, Blacksburg, VML Vice President

**Keynote Address** - Imagining the world of 2020

**Keynote Speaker** - Dr. Lowell Catlett, New Mexico State University's College of Agricultural, Consumer and Environmental Sciences

Lowell Catlett, Ph.D., a futurist with positive and upbeat predictions, is an enthralling and spellbinding presenter. His unique perspective of emerging technologies prepares us to anticipate coming changes, and to deal winning hands when the deck is being continually reshuffled.

### 10:30 - **Refreshment break**

10:45 a.m. Crystal & Roanoke Ballroom Foyers, Ballroom Level

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

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: Dealing with aging infrastructure**

Washington Lecture Hall, Conference Level

Whether it's a new radio system, trying to maintain roads, water and sewer systems or school buildings, cities are facing growing budgetary demands for updating aging infrastructure in their communities. The perennial question is how to pay for projects that can take a big bite out of a local budget.

**Presiding** - Mimi Elrod, Mayor, Lexington

**Speakers** - Beverly Cameron, City Manager, Fredericksburg; Robert W. Lauterberg, Managing Director, VML/VACo Finance; L. Preston Bryant, Jr., Senior Vice President - Infrastructure and Economic Development, McGuireWoods Consulting, LLC

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

## TUESDAY, OCTOBER 7

### 7:45 - 8:45 a.m. **Annual Prayer Breakfast (tickets required)**

Held annually in honor of past presidents of VML  
Shenandoah Room B, Upper Level



- Foster -

**Presiding** - William D. Euille, Mayor, Alexandria, VML President Elect

**Speaker** - Lynda McNutt Foster, Vice President, Voltage Leadership Consulting

**8 - 9 a.m. Continental Breakfast**  
Crystal & Roanoke Ballrooms Foyers, Ballroom Level

**8 a.m. - Noon Registration**  
North Entry Foyer, Ballroom Level

**Town Section: Looking outside the box: Finding new ways to fund local needs**

Roanoke Ballroom AB, Ballroom Level

Hear how two towns are finding creative approaches to funding upgrades and expansions to waste water treatment plants, construction of new buildings, stormwater improvements and more.

**Presiding** - Faye Prichard, Council Member, Ashland

**Speakers** - Charles Hartgrove, Town Manager, Ashland; Judson Rex, Town Manager, Strasburg; Jay McKinley, Director of Public Works, Strasburg; Tim Taylor, Mayor, Strasburg; William Johnson, Water & Waste Water Consulting, Roanoke

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

**Urban Section: Services for veterans**

Pocahontas Room, Upper Level

Virginia is proud that many veterans live in the Commonwealth. What services are available to help veterans with employment, housing and other issues, and what is the role of local governments in this arena?

**Presiding** - Anita James Price, Council Member, Roanoke

**Speakers** - John Andrews, Manager, Veterans Services and Military Affairs, Norfolk; Mr. Andrew Schwartz, Program Manager, Virginia Values Veterans Program, Virginia Department of Veteran Services

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 (2), 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**

Roanoke Ballroom C-H, Ballroom Level

*Sponsored by VML Insurance Programs*



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

Shenandoah Room B, Upper Level

**Presiding** - Anita James Price, Council Member, Roanoke

**Keynote Address** - Improving graduation rates and outcomes in our schools



**- Bishop -**

**Keynote Speaker** - Rita Bishop, Superintendent of Public Schools

Dr. Rita D. Bishop has served as Superintendent of Roanoke Public Schools since 2007. Her focus as superintendent is school safety; effective instruction, empowered teachers, and innovative curriculum; open and honest communication and development of an effective learning organization; increased graduation rate; and a school division known for management excellence and elegance.

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

**Freedom of Information Act**

Mill Mountain Room, Ballroom Level

Overview of FOIA issues, including records, meetings, e-mail and more.

**Presiding** - Robert K. Coiner, Mayor, Gordonsville

**Speaker** - Maria J. K. Everett, Executive Director, Virginia Freedom of Information Advisory Council

**University Communities: Creating beneficial relationships between communities and universities**

Buck Mountain Room, Ballroom Level

Universities can offer many types of resources to communities, including technical expertise, research, interns, and volunteer help. Communities serve as important partners to universities as well. Building up those relationships can reap benefits for both entities. This session will look at some university programs that engage with communities in different ways, examples of ways in which a community works with its university for the positive benefit to both, and perspectives on community-university relationships from a city manager who now works for a university.

**Presiding** - Ron Rordam, Mayor of Blacksburg

**Speakers** - Gary Kirk, Director, VT Engage, Virginia Tech, Blacksburg; Neil A. Morgan, Senior Fellow, Center for Organizational and Technological Advancement, Roanoke; Marc Verniel, Town Manager, Blacksburg

**Local Government Roundtables - 12 mini-sessions rotate every 30 minutes**

Crystal Ballroom, Ballroom Level

**Black bears (in Virginia) are wild about trash: Trash management options for localities**

The majority of issues with bears in Virginia are related to bear access to residential trash. The most important and effective way to minimize human-bear conflicts is to

**1:20 - 3 p.m. Local Government Roundtables continued**

Crystal Ballroom, Ballroom Level

keep garbage away from bears. Learn about the effectiveness of a retrofit/can replacement program in Roanoke County that has reduced conflicts in rural to suburban wildlife interface areas.

**Presenter** - Jaime L. Sajecki, Black Bear Project Leader and Dan Lovelace, District Biologist, Virginia Department of Game and Inland Fisheries

**Building business downtown: Pop up boot camp**

The Town of Marion has transformed its downtown dramatically in just two years thanks to its innovative Pop Up Marion boot camp that offers up to \$5,000 for aspiring downtown entrepreneurs. The money offsets startup expenses like rent and utilities for the first six months of operation in exchange for those businesses committing to a strong mentorship program.

**Presenters** - Ken Heath, Executive Director Community & Economic Development, Marion; Olivia Hall-McDonald, Executive Director Marion Downtown, Marion

**Building resilient communities**

The National League of Cities in partnership with ICLEI-USA, the U.S. Green Building Council and the World Wildlife Fund launched the “Resilient Communities for America Campaign” in 2013 in order to make sure its members have the tools, resources, and ideas to become more resilient in the face of climate, energy and economic challenges. Learn about regional and national partnerships being forged to address these challenges and how your locality can get involved.

**Presenter** - Cooper Martin, Program Director, City Solutions & Applied Research, National League of Cities

**Creating Place: Creating jobs**

Discuss ways to create a sense of place, which can be the asset that grows, retains and attracts jobs and results in a healthy economy. Cities and towns today have a unique opportunity to leverage existing assets into new spaces that attract talent, which in turn attracts corporate investment. What works, what doesn't?

**Presenter** - Liz Povar, Vice President – Business Expansion, Virginia Economic Development Partnership

**Electronic summons: Cutting back on paperwork for police**

With new technology, police can scan a traffic offender's license, enter the necessary information and issue an electronic summons, thus reducing the officer's time sitting on the side of the street writing a ticket. In addition, a law passed in the 2014 session allows for a \$5/ticket fee to be charged to defray the cost of the equipment required. Learn how e-summonses can save your locality money.

**Presenter** - Eric Monday, City Attorney, Martinsville

**eProcurement**

Learn about eVA, the state web-based vendor registration and purchasing system that allows local governments to conduct all purchasing and sourcing activities for goods and services. More than 88,000 local and national vendors participate in eVA.

**Presenter** - Jerry E. Stokes, Procurement Management Account Executive, Policy, Consulting & Review, Virginia Department of General Services

**The future of clean energy in Virginia**

Virginia is currently part of a U.S. Department of Energy initiative to develop a “roadmap” for growing the clean energy industry. Take advantage of this unique opportunity to share your thoughts and perspective on what's needed to expand clean energy as an economic development driver in your community.

**Presenter** - Billy Weitzenfeld, Executive Director, Association of Energy Conservation Professionals

**How to lower high school dropout rates**

High school dropout rates not only indicate the success of a school system, they forecast possible social and economic problems for a community. Faced with a troubling percentage of its students not completing high school, Hampton City Schools embarked on a successful push to remedy the situation. Learn how.

**Presenter** - Myra Chambers, Director of Alternative Learning, Hampton City Schools

**Rental inspection districts**

The rental inspection district is a strong tool for cities and towns to use to prevent blight taking over neighborhoods that have a large number of rental properties. Learn how one locality has used the tool to protect the lives of citizens who need low-cost rental housing.

**Presenter** - Anne McClung, Director of Planning and Building, Blacksburg

**Tools for mixed-use / mixed-income revitalization and adaptive reuse**

Many downtown historic structures-factories, hotels, storefronts and warehouses-have been brought back to life. Learn about the tools that are available to turn structures in your community into mixed-use / mixed-income properties with affordable housing options.

**Presenter** - Mike Hawkins, Managing Director of Community Outreach, VHDA

**What the property maintenance code can do for your locality**

Every locality has buildings and structures that become dilapidated eyesores. Find out how localities can use the property maintenance code to encourage property owners to maintain their structures.

**Presenter** - Catherine W. Cook, Building Official, Blacksburg



## TUESDAY, OCTOBER 7

**1:20 - 3 p.m. Local Government Roundtables continued**  
Crystal Ballroom, Ballroom Level

### **Urban deer management**

Learn what localities can do to help address human-deer conflicts in urban and sub-urban areas, and how localities can participate in and enhance the success of these programs.

**Presenters** - Nelson Lafon, Deer Project Coordinator, VA Dept. of Game and Inland Fisheries; David Kocka, VDGIF biologist

**3:10 - 4:30 p.m. Business Meeting & Election of Officers**  
Washington Lecture Hall, Conference Level

**Presiding** - David P. Helms, Mayor, Marion

**Election of officers for 2014-15**

**Executive Director's Report**

**Adoption of 2015 Policy Statements**

**Adoption of 2015 Legislative Program**

**5:30 - 6:15 p.m. Reception**  
Roanoke Ballroom Foyer, Ballroom Level  
*Sponsored by Dominion*

A ticket for a complimentary drink at the reception is included in the conference registration packet.

**6:15 - 9 p.m. Annual Banquet**  
Roanoke Ballroom C-H, Ballroom Level

**Presiding** - David P. Helms, Mayor, Marion

**Remarks by Incoming President** - William D. Euille, Mayor, Alexandria

**Presentation of Achievement Awards** - David P. Helms and William D. Euille

**Entertainment** - Letters from Home: A Tribute to the Andrews Sisters

Since 2010, Serah Haley, Erinn Diaz and Nelson Diaz have toured the country with their mission of honoring veterans, active military and their families through the music and style of the 1940s. Letters from Home has performed for hundreds of thousands across the country from Florida to Alaska.



**Banquet entertainers - Letters from Home**



# Exhibitors and Sponsors

The Exhibit Hall will be open Sunday from 1 to 6:30 p.m. and Monday from 8 a.m. to 3 p.m. The Exhibit Hall will be the site of the opening reception on Sunday evening, and of the continental breakfast, refreshment breaks and lunch on Monday, as shown in the program.

Be sure to qualify to enter this year's raffle for one of 2 gift cards—one for \$400 and one for \$200. 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 2:55 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 34.

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 NUMBERS)

### **AFLAC (55)**

Ruth Young and John McDaniel  
677 Berkmar Court  
Charlottesville VA 22901  
434/973-0407  
Aflac.com

### **Aqua Virginia Inc. (29)**

Shannon Becker, Cliff Parker, IV and Tim Castillo  
2414 Granite Ridge Road  
Rockville VA 23146  
804/749-8868 x54422  
Aquavirginia.com

### **\*Anderson & Associates, Inc. (16)**

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

### **Benefitfocus (21)**

James Tysz and Bill Pawson  
100 Benefitfocus Way  
Charleston SC 29492  
843/849-7476  
Benefitfocus.com

### **\*Bowman Consulting Group (48)**

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

### **Boxley (5)**

Chuck Kepley and James Breakell  
15418 West Lynchburg Salem Turnpike  
Blue Ridge VA 24064  
540/589-1048  
Boxley.com

### **City of Roanoke (73)**

Donna St. Clair, Leisha Cook, Lynn DeHart, Kim Corpening, Carol Tuning, Beverly Smith, Scott Leamon, Christa Mack, Paul Workman, Cynthia Tanks, and Connie Altice  
215 Church Avenue, SW  
Room 364  
Roanoke VA 24011  
540/853-6357

### **\*Downey & Scott LLC (23)**

Taylor Leigh and Bill Downey  
6799 Kennedy Road Unit F  
Warrenton VA 20187  
540/347-5001  
Downeyscott.com

## EXHIBITORS (BOOTH NUMBERS)

### **\*Draper Aden (77)**

Lori Kroll, Julia Skare, Stede Barnes and Mary Ann Conroy  
8090 Villa Park Drive  
Richmond VA 23228  
804/264-2228  
Daa.com

### **\*English Construction (65)**

Allen Hamblen and Robert Lee  
615 Church Street  
Lynchburg VA 24504  
434/845-0301  
Engconst.com

### **FirstPoint Collection Resources (49)**

Tom Henderson and Bill Howard  
225 Commerce Place  
Greensboro NC 27401  
336/687-1370  
Firstpointresources.com

### **GovDeals (76)**

Robin Bradley  
5907 Carmichael Place  
Montgomery AL 36117  
334/387-0532  
Govdeals.com

### **\*HBA Architecture and Interior Design (1)**

Joe Miller, AIA and Mike Winner, AIA  
One Columbus Center, Suite 1000  
Virginia Beach VA 23462  
757/490-9048  
Hbaonline.com

### **\*HEAL Cities & Town Campaign (30)**

Marisa Jones, Evelyn Kelly, MPH and Charlotte Dickson, MSW  
1301 Connecticut Avenue NW, Suite 200  
Washington DC 20036-1865  
202/803-6121  
Healcitiesmidatlantic.org

### **Hughes Associates Architects & Engineers (3)**

Robin Marshall and Martha Chester  
656 Elm Avenue, SW  
Roanoke VA 24016  
540/342-4002  
Hughesae.com

### **\*Hurt & Proffitt Inc. (81)**

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

### **\*ICMA - RC (2)**

Vernon Stockton  
777 North Capital Street NE  
Washington DC 20002  
202/962-4600  
Icmarc.org

### **In God We Trust – America, Inc. (59)**

Jacquie Sullivan and Leasa Sukut  
PO Box 11715  
Bakersfield CA 93389-1715  
661/834-4943  
Ingodwetrust-america.org

### **Land Planning and Design Associates Inc. (12)**

John Schmidt and Stan Tatum  
310 East Main Street, Suite 200  
Charlottesville VA 22902  
424/296-2108  
Kpda.net

### **LRG, LLC (61)**

Ken Cordo, PE  
3201 West Franklin Street  
Richmond VA 23221  
804/381-6203  
Lrgconstruction.net

### **Keystone Information Systems, Inc. (39)**

John Dunkle  
1000 Leola Road  
Maple Shade NJ 08052  
856/722-0700  
Keyinfosys.com

### **M&T Bank (4)**

Christine Parker, Paul Black and Michael Ruocco  
7799 Leesburg Pike, 900N  
Falls Church VA 22043  
703/748-5545  
Mtb.com

### **\*Municode/Municipal Code Corporation (78)**

Dale Barstow and Scott Horton  
PO Box 2235  
Tallahassee, FL 32316  
800/262-2633  
Municode.com

### **\*Pennoni Associates Inc. (56)**

Vicki White, Susan Wolford, Tom Rust and Bruce Jones  
14532 Lee Road  
Chantilly VA 20151  
703/840-4832  
Pennoni.com

## EXHIBITORS (BOOTH NUMBERS)

### \*PMA Architecture (47)

Linda Smith, Katie Stodghill, AIA, and Jeff Bookwalter, AIA  
10227 Warwick Boulevard  
Hilton Village VA 23601  
757/596-8200  
Pmaarchitecture.com

### Republic Services (42)

Tracy Nestor, Josephine Aiken and Tim Brownell  
1220 Commerce Street SW Box 1  
Conover NC 28613  
828/695-2062  
Republicservices.com

### Richmond Region Tourism (72)

Ms. Judy Draucker  
401 N. 3rd Street  
Richmond VA 23219  
804/783-7419  
VisitRichmondVA.com

### RK+K (40)

Leo Rutledge, Jeff Kapinos, PE and Malachi Mills  
2100 E. Cary Street, Suite 309  
Richmond VA 23223  
804/782-1903  
Rkk.com

### RRMM Architects (6 & 7)

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

### \*Secure Futures (24)

Matt Ruscio, Andy Hershberger, Hugh Stoll, Anthony Smith, Jordan Hollinger and Angela Conroy  
11 E. Beverley Street, Suite 19  
Staunton VA 24401  
804/239-2902  
Securefutures.us

### \*Southern Corrosion Engineered Tank Care (11)

Brett Woodfuff  
738 Thelma Road  
Roanoke Rapids NC 27870  
800/828-0876  
Tankcare.net

### Southern Software (71)

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

### Spectrum Design (10)

Mike Rakes, PE and Granville Grant  
10 Church Avenue, SE Plaza Suite 1  
Roanoke VA 24011  
540/342-6001  
Spectrumpc.com

### \*Spring City Electrical (64)

Tracie Wolf and Daniel Kovalchick  
One South Main  
Spring City PA 19475  
610/569-4224  
Springcity.com

### \*Springsted (34)

John Anzivino and Joel Davis  
1564 East Parham Road  
Richmond VA 23228-2360  
804/726-9748  
Springsted.com

### \*SunTrust Bank (80)

Dennis Howard, Hank Coleman, Hattie Hamlin and Steve Miles  
PO Box 201  
Lynchburg VA 24505  
434/847-2305  
Suntrust.com

### The Local Choice Health Benefits Program (26)

Karmen Spooner and Walt Norman  
2015 Staples Mill Road  
Richmond VA 23230  
804/354-2613  
Thelocalchoice.virginia.gov

### \*Timmons Group (79)

Paul Trapp, Bob Roop and Joe Hines  
1001 Boulders Pkwy, #300  
Richmond VA 23225  
804/200-6366  
Timmons.com

### \*Town of St. Paul (69)

Jennifer Bailey and Wanda Carter  
PO Box 66  
St. Paul VA 24283  
276/762-5297  
Stpaulva.org

### \*Traffic Systems & Technology (17)

Sandi Dunmyer and Jon Bondanella  
10110 Battleview Parkway, Suite 100  
Manassas VA 20109  
703/530-9655  
Trafficsystems.us

## EXHIBITORS (BOOTH NUMBERS)

### Ulliman Schutte Construction LLC (19)

Chad Van Hynning and Chad Braby  
306 6th Street SW  
Roanoke VA 24016  
540/342-2112  
Ullimanschutte.com

### \*Utility Service Co., Inc. (14)

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

### VACoRP (53)

Stephanie Heintzleman and Chris Carey  
308 Market Street, SE Suite 1  
Roanoke VA 24011  
540/345-8500  
Vacoins.org

### VC3 (33)

Dale Graver and Jeff Kerr  
1301 Gervais Street, Suite 1800  
Columbia SC 29201  
800/787-1160  
Vc3.com

### \*VHDA (82)

Richard Taylor and Keith Sherrill  
601 S. Belvidere Street  
Richmond VA 23220  
804/343-5620  
Vhda.com

### Virginia Association of Convention and Visitors Bureaus (75)

Brian Gorg and Sheryl Wagner  
PO Box 3362  
Warrenton VA 20188  
540/904-4710  
Vacvb.com

### Virginia Biosolids Council (37)

Robert Crockett and Mike McEvoy  
1011 E. Main Street, The Ironfronts, Suite 400  
Richmond VA 23219  
804/387-0243  
Virginiabiosolids.com

### Virginia Cooperative Extension (36)

Cyndi Marston and Danny Peek  
250 Drillfield Drive  
101 Hutcheson Hall (0402)  
Blacksburg VA 24061  
540/231-5299  
Ext.vt.edu

### \*VML Insurance Programs (31 & 32)

Jeff Cole, Harry McMillen and Lisa Schenk  
PO Box 3239  
Glen Allen VA 23058  
804/237-7319  
Vmlins.org

### \*Virginia Interactive (63)

Travis Sarkees, Kirk Whiting, Jack Miller and Claire Collins  
1111 East Main Street, Suite 109  
Richmond VA 23219  
804/786-1855  
Virginiainteractive.org

### Virginia Institute of Government (13)

Tedd Povar, Billie Easton and Adele MacLean  
11 S. 12th Street – Suite 225  
Richmond VA 23219  
804/371-0202  
vainstituteofgovernment.org

### Virginia Tech Outreach and International Affairs (66)

Save Our Towns  
Andrea Brunais and Keith Pierce  
902 Prices Fork Road, Suite 120  
Blacksburg VA 24061  
540/231-4691  
www.saveourtowns.outreach.vt.edu

### VML-VACo Finance (46)

Robert Lauterberg and Steve Mulroy  
919 E. Main Street, Suite 1100  
Richmond VA 23219  
804/648-0635  
Valocalfinance.org

### Waste Industries (74)

Pat Luce and David Duke  
3821 Cook Boulevard  
Chesapeake VA 23323  
757/438-2788  
Wasteindustries.com

### \*Wendel (8)

Ron Reekes and Jeff McBride  
9 South Twelfth Street  
Richmond VA 23219  
804/308-9670  
Wendelcompanies.com

### \*Wiley|Wilson (15)

Fred Armstrong, PE and Randy Vaughan, AIA  
127 Nationwide Drive  
Lynchburg VA 24502  
434.947.1606  
wileywilson.com

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### \*VML Insurance Programs

Jeff Cole, Harry McMillen and Lisa Schenk  
PO Box 3239  
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Vmlins.org

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PO Box 201  
Lynchburg VA 24505  
434/847-2305  
Suntrust.com

### \*Dominion Resources

Bill Murray and Jim Beamer  
701 East Cary Street, 21st Floor  
Richmond VA 23219

### Virginia Tech's Center for Organizational and Technological Advancement (COTA)

Neil A. Morgan  
110 Shenandoah Avenue  
Roanoke, VA 24016  
540/853-8277  
cota.vt.edu

### \*Wiley|Wilson

Fred Armstrong, PE and Randy Vaughan, AIA  
127 Nationwide Drive  
Lynchburg VA 24502  
434/947-1606  
wileywilson.com

### Virginia Economic Development Partnership

Liz Povar and Brent Sheffler  
901 E. Bryd Street  
Richmond VA 23219  
804/545-5706  
Yesvirginia.org

### \*VHDA

Richard Taylor and Keith Sherrill  
601 S. Belvidere Street  
Richmond VA 23220  
804/343-5620  
Vhda.com

### \*Hurt & Proffitt Inc.

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

\*VML Sustaining Member



# About the league

The Virginia Municipal League is a non-profit, non-partisan association of cities, towns and counties of Virginia. The league was established in 1905 for the purpose of improving and assisting local governments through legislative advocacy, education, research and cooperative effort.

## VML EXECUTIVE COMMITTEE

**President** - David P. Helms, Mayor, Marion

**President-Elect** - William D. Euille, Mayor, Alexandria

**Vice President** - Ron Rordam, Mayor, Blacksburg

**At-Large Member** - Robert K. Coiner, Mayor, Gordonsville

**At-Large Member** - Ceasor Johnson, Vice Mayor, Lynchburg

**At-Large Member** - Mary Hynes, Vice Chair, Arlington County

**At-Large Member** - Patricia Woodbury, Council Member, Newport News

**At-Large Member** - Edythe Frankel Kelleher, Council Member, Vienna

**At-Large Member** - Katie Sheldon Hammler, Council Member, Leesburg

**Town Section Chair** - Faye O. Prichard, Council Member, Town of Ashland

**City Section Chair** - Mimi Elrod, Mayor, Lexington

**Urban Section Chair** - Anita James Price, Council Member, Roanoke

**Immediate Past President** - Ed C. Daley, Assistant Manager, Emporia

## VML LEGISLATIVE COMMITTEE

**Chair** - Sharon P. Scott, Council Member, Newport News

**Vice Chair** - Ophie Kier, Vice Mayor, Staunton

### City Section

Ophie Kier, Vice Mayor, Staunton

Elizabeth Minor, Mayor, Winchester

Brian Thrower, City Manager, Emporia

Andrea Oakes, Council Member,  
Staunton

Gene Teague, Council Member,  
Martinville

Guy Odum, Mayor, Bristol

### Town Section

Don Harris, Mayor, Bluefield

Tim Taylor, Mayor, Strasburg

Sheila Olem, Council Member, Herndon

Cathy Lowe, Vice Mayor, Abingdon

Edward Owens, Mayor, South Boston

James Hudson III, Mayor, West Point

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## VML LEGISLATIVE COMMITTEE CONT.

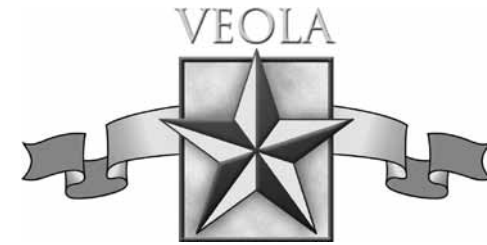
### Urban Section

Larry Campbell, Council Member, Danville  
John Chapman, Council Member, Alexandria  
Satyendra Huja, Mayor, Charlottesville  
Kim Payne, City Manager, Lynchburg  
Ellen F. Robertson, Council Vice President, Richmond  
Sharon P. Scott, Council Member, Newport News  
George Wallace, Mayor, Hampton  
Kenneth Wright, Mayor, Portsmouth  
Rosemary Wilson, Council Member, Virginia Beach  
Jonathan Way, Council Member, Manassas  
Thomas R. Smigiel, Jr., Council Member, Norfolk  
Ted Byrd, Mayor, Harrisonburg

## 2014 VML NOMINATIONS COMMITTEE

**Chair** – Edwin C. Daley, Assistant City Manager, Emporia  
Catherine Brillhart, Mayor, Bristol  
Trenton Crewe, Mayor, Wytheville  
Mary Katherine Greenlaw, Mayor, Fredericksburg  
F. Woodrow Harris, Council Member, Emporia  
Lisa Merkle, Mayor, Herndon  
Earl Reynolds, Director of Community Development, Danville  
George Wallace, Mayor, Hampton  
Ophie Kier, Vice Mayor, Staunton

## 2014 VIRGINIA ELECTED OFFICIALS LEADERSHIP ACADEMY GRADUATES



VML congratulates the 2014 graduates of the Virginia Elected Officials Leadership Academy!

### Advanced Certified Local Government Official

David Kirby, Council Member, Herndon  
C. Lewis McDearmon, Council Member, Appomattox  
Tom Sayre, Council Member, Front Royal  
Carey Sienicki, Council Member, Vienna

### Certified Local Government Official

A. Keith Harless, Council Member, Pennington Gap  
Lisa Jordan, Council Member, South Hill

## 2014 VIRGINIA HEAL COMMUNITIES



HEAL Cities & Towns provides free technical assistance and support to local elected officials and their staff to adopt policies that stem the obesity epidemic and create healthy, prosperous communities. For information, contact Marisa C. Jones, [mjones@institutepti.org](mailto:mjones@institutepti.org), (202) 407-7088.

Charlottesville	Middleburg
Crewe	Petersburg
Dumfries	Roanoke
Haymarket	Staunton
Leesburg	Williamsburg
Lovettsville	



## VML INSURANCE PROGRAMS



VML Insurance Programs (VMLIP) is a comprehensive property and casualty program providing public officials' liability, law enforcement liability, general liability, automobile liability and physical damage, cyber liability/security, excess liability, pollution, workers' compensation property, inland marine, boiler & machinery, crime and bond coverages. In addition, VMLIP provides a wide variety of professional services and tools to assist members in developing and maintaining comprehensive risk management programs. VMLIP members include more than 475 cities, towns, counties, school districts and authorities. VMLIP is celebrating its 34th anniversary as Virginia's Local Government Specialists™. For more information, visit [www.vmlins.org](http://www.vmlins.org) or call (800) 963-6800.

## VMLIP MEMBERS' SUPERVISORY BOARD

**Chair** - John W. McCarthy III, County Administrator, Rappahannock County

**Vice Chair** - Kurt Hodgen, City Manager, Harrisonburg

Darlene Burcham, Town Manager, Clifton Forge

Rhu Harris, County Administrator, Hanover County

Melinda Moran, County Administrator, Mathews County

Karen Pallansch, General Manager, Alexandria Sanitation Authority

Peter M. Stephenson, Town Manager, Smithfield

R. Clarke Wallcraft, Executive Director, Pepper's Ferry Wastewater Authority

Ex officio: Kimberly A. Winn, VML Executive Director

# Exhibitor Raffle

Enter this year's raffle for one of 2 gift cards -  
one for \$400, one for \$200.

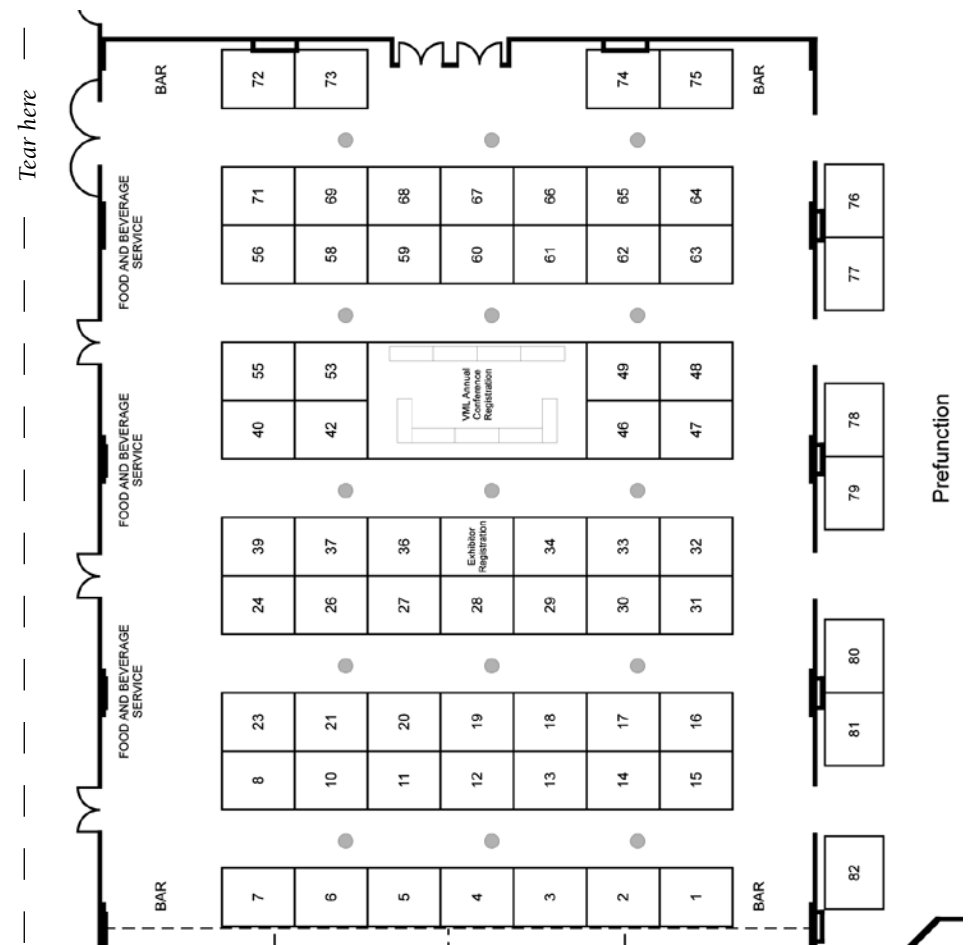
Name: \_\_\_\_\_

Locality: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**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.

**Monday for the raffle drawing at 2:55 p.m.**



# Exhibitors list & booth numbers

_____ 1	HBA Architecture and Interior Design	_____ 40	RK+K
_____ 2	ICMA - RC	_____ 42	Republic Services
_____ 3	Hughes Associates Architects & Engineers	_____ 46	VML-VACo Finance
_____ 4	M&T Bank	_____ 47	PMA Architecture
_____ 5	Boxley	_____ 48	Bowman Consulting Group
_____ 6 & 7	RRMM Architects	_____ 49	FirstPoint Collection Resources
_____ 10	Spectrum Design	_____ 53	VACoRP
_____ 11	Southern Corrosion Engineered Tank Care	_____ 55	AFLAC
_____ 12	Land Planning and Design Associates Inc.	_____ 56	Pennoni Associates Inc.
_____ 13	Virginia Institute of Government	_____ 59	In God We Trust – America, Inc.
_____ 14	Utility Service Co., Inc.	_____ 61	LRG LLC
_____ 16	Anderson & Associates, Inc.	_____ 63	Virginia Interactive
_____ 17	Traffic Systems & Technology	_____ 64	Spring City Electrical
_____ 19	Ulliman Schutte Construction LLC	_____ 65	English Construction
_____ 21	Benefitfocus	_____ 66	Virginia Tech Outreach and International Affairs - Save Our Towns
_____ 23	Downey & Scott LLC	_____ 69	Town of St. Paul
_____ 24	Secure Futures	_____ 71	Southern Software
_____ 26	The Local Choice Health Benefits Program	_____ 72	Richmond Region Tourism
_____ 29	Aqua Virginia Inc.	_____ 73	City of Roanoke
_____ 30	Commonwealth Action	_____ 74	Waste Industries
_____ 31 & 32	VML Insurance Programs	_____ 75	Virginia Association of Convention and Visitors Bureaus
_____ 33	VC3	_____ 76	GovDeals
_____ 34	Springsted	_____ 77	Draper Aden
_____ 36	Virginia Cooperative Extension	_____ 78	Municode/Municipal Code Corporation
_____ 37	Virginia Biosolids Council	_____ 79	Timmons Group
_____ 39	Keystone Information Systems, Inc.	_____ 80	SunTrust Bank
		_____ 81	Hurt & Proffitt Inc.
		_____ 82	VHDA



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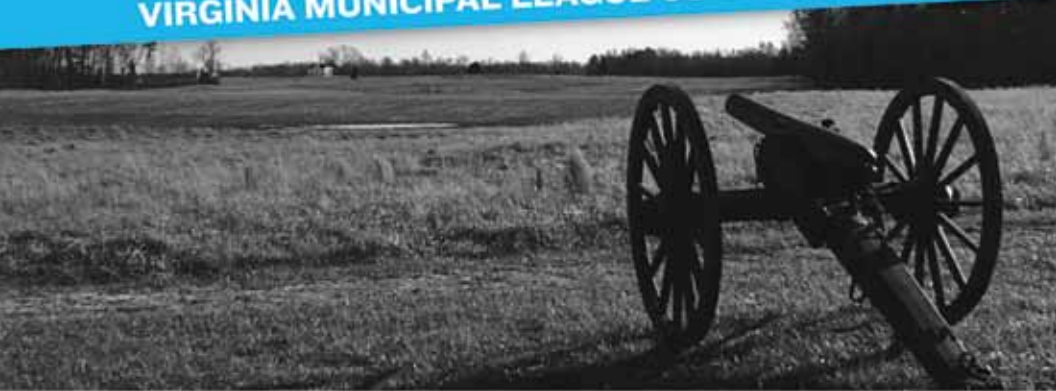




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A FROMMER'S TOP DESTINATION FOR 2014