



Leading Your County Governing Board: An Orientation for County Board Chairs

January 9, 2019, Raleigh Marriott Crabtree Valley

- 9 a.m. Registration opens
- 10 a.m. **Welcome**
Ronnie Smith, Martin County Commissioner and NCACC First Vice President
- 10:10 a.m. **Your Role as the Meeting Conductor**
Amy Bason, Deputy Director and General Counsel, NCACC
What rules or procedures must a board use and how do the rules enable a board chair to conduct an effective meeting? What power does the chair have to set the board agenda? Are there rules for managing public comment? This overview of the legal and procedural responsibilities of the board chair takes a look at what it means to sit as the chairperson of the Board of County Commissioners.
- 10:55 a.m. Break
- 11:10 a.m. **Meetings and More: Leading the Board, Working with Staff**
Veteran Board Chairs: NCACC President Elect Kevin Austin, Yadkin County; NCACC First Vice President Ronnie Smith, Martin County; and Frank Williams, NCACC Second Vice President, Brunswick County
County Managers: Heidi York, Person County; and NCACC Outreach Associates Neil Emory, former Harnett County and others, and David Nicholson, former, Henderson County
County Attorneys: Charles "Chuck" Frye, Davidson County; Misty Leland, Moore County; and Rick Moorefield, Cumberland County
There is no substitute for experience, and one of the Association's objectives is to provide a forum for county officials to interchange ideas and experiences. These small-group discussions will allow participants the opportunity to interact with 1) veteran board chairs on how they navigated a real-world scenario; 2) county managers on setting expectations with appointed staff; and 3) county attorneys on when and why to consult your legal counsel.
- 12:10 a.m. **Takeaways from Small-Group Discussions**
Participants have a chance to briefly discuss some commonalities and surprises from the small-group discussions in this debrief period.
- 12:30 p.m. Lunch

1:30 p.m.

Communicating a Public Message

Sally Shutt, Assistant County Manager for Strategic Management and Governmental Affairs; and Geneve Mankel, Communications & Outreach Coordinator, Cumberland County

Lacy Pate, Public Relations Manager, NCACC

We know communicating effectively is key to being successful in almost any situation. But what does it mean, exactly, when crisis hits and you are at the helm? And what does the public and media expect from you as board chair? Our presenters will provide insight and tools to help you navigate challenging communications opportunities that you will undoubtedly experience as leader of your county board.

2:30 p.m.

How to Use a Microphone and Five Other Tips for Being an Effective Leader

Kevin Leonard, Executive Director, and Amy Bason, Deputy Director and General Counsel, NCACC

Could you hear that? What did that person say? If they would just speak into the microphone!

Amy Bason and Kevin Leonard will conclude the day by discussing the importance of being heard, being a good listener, setting the right tone and other tips for good governance. This final session will recap and summarize the day with a light hearted a meaningful message about the personal skills required to be an effective leader.

3:30 p.m.

Adjourn