



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

**January 10, 2020, Raleigh Marriott Crabtree Valley**

- 9 a.m. Registration opens
- 10 a.m. **Welcome and Introductions**  
*Kevin Austin, Yadkin County Chair and NCACC President*
- 10:15 a.m. **Answering Your Questions about Your Legal and Procedural Responsibilities**  
*Amy Bason, Deputy Director and General Counsel, and Paige Worsham, Associate General Counsel, NCACC*
- This opening segment will touch on key points from the prerecorded session on legal and procedural responsibilities of the board chair, which is available for viewing online at [www.ncacc.org/chairs](http://www.ncacc.org/chairs). Bring your questions and observations to engage in a moderated discussion on rules and procedures, setting the agenda, managing public comment, and more!
- 11 a.m. **Meetings and More: Leading the Board, Working with Staff**  
*Veteran Board Chairs: NCACC President Kevin Austin, Yadkin County; and Past President Darrell Frye, Randolph County*  
*County Managers: Chris Coudriet, New Hanover County; and Bonnie Hammersley, Orange County*  
*County Attorneys: Charles "Chuck" Frye, Davidson County; Misty Leland, Moore County; and John L. Roberts, Orange 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.
- Noon **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.
- 12:15 p.m. Lunch

1 p.m.

**Communicating with Purpose**

*Jamie Brown, Community and Governmental Relations Manager, Lee County; and Sara Mogilski, Chief Operations Officer, and Lacy Pate, Public Relations Manager, NCACC*

Communicating effectively with constituents is a critical part of being an elected official. Board Chairs in particular play an important role as a key spokesperson for the county, and it is important to devise a communications plan to guide county outreach efforts and relations with the media. This presentation will offer advice on engaging the media, communicating in a crisis, and interviewing. Role play exercises will provide a supportive environment to practice your role as a communicator.

2:30 p.m.

**Closing: Setting the Example for Leadership**

*Kevin Leonard, Executive Director, NCACC*

This final session will recap and summarize the day with an offering of strategic and practical tips on effective leadership. What personal skills are required to lead? Why is it so important to build relationships and coalesce others around major issues? What are the behaviors that a leader should model for not only other board members, but members of the community?

3 p.m. Adjourn