



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

**January 27, 2022, Raleigh Marriott City Center**

9 a.m. Registration opens

10 a.m. **Welcome and Introductions**

*Frank Williams, Brunswick County Chair and NCACC President*

10:15 a.m. **Legal and Procedural Responsibilities: Overview and Lived Experiences**

*Amy Bason, NCACC Deputy Director and General Counsel*

This opening segment will provide an overview of the legal and procedural responsibilities of the board chair. Bring your questions, observations and experiences to engage in 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**

*Participants: Ted Godwin, Johnston County Commissioner; David Ellis, Wake County Manager; Trisha Hogan, Transylvania County Clerk to the Board; and Whitney Parrish, Lee County Attorney*

*Facilitated by Neil Emory, NCACC Outreach Associate*

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. This panel discussion will allow participants the opportunity to learn from and ask questions of a veteran board chair on how they navigated unique and/or difficult real-world scenarios; and the members of the administrative team that supports the chair and full board of commissioners: a county manager, a county attorney, and a clerk to the board.

12:15 p.m. Lunch

1:15 p.m. **Communicating with Purpose and Navigating the Media**

*Frank Williams; Sara Mogilski, NCACC Chief Operating Officer; and Tim Buckland, Intergovernmental Affairs Manager, and Jessica Loeper, Chief Communications Officer, New Hanover County*

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. During this session, you'll learn strategies to foster a constructive relationship with reporters and ways to develop consistent and accurate public messaging. You'll also learn tips for interviews and weathering crises.

*(over)*

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