



Extending Our Reach

Together Towards Tomorrow



SYDNEY, NOVA SCOTIA

2022 FALL CONFERENCE

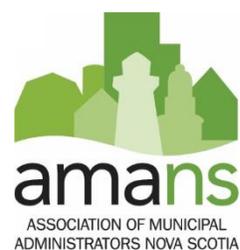
*Hosted by the Cape Breton Regional
Municipality*

AMANS Fall Conference 2022

Promotional Program*

At the Holiday Inn Sydney – Waterfront
300 Esplanade, Sydney NS

*The program is subject to change



PRE CONFERENCE DAY

TUESDAY, SEPTEMBER 20

MFO Session 12:00am – 3:30pm

(Mariner Ballroom A&B)

Details coming soon. Please register for this session prior to attending

IT Focused Workshop 12:00pm – 3:00pm

(Fleur de Lis)

Details coming soon. Please register for this session prior to attending

CAO Session (For CAO's only) 3:30pm – 5:30pm

(Mariner Ballroom C)

Registration 7:00pm – 8:30pm

(Lower Lobby of Holiday Inn)

Please visit our registration desk to check-in for the conference.

Opening Reception 7:00pm – 10:00pm

(Mariner Ballroom B&C)



Join our Exhibitors and us for some live music, food and drinks. It's an opportunity for you to network, meet new people and enjoy live music by local musician Andrew Doyle

CONFERENCE DAY 1

WEDNESDAY, SEPTEMBER 21

Fun Run 7:00 am – 8:00am

Join us for a walk or run before we spend our day sitting. *Beginners are welcome.*

Early Bird Draws 8:15am – 8:30am

(Lower Lobby of Holiday Inn)

If you have early bird prizes to give away please email rkolstee@amans.ca

Registration 8:15am – 9:30am

(Lower Lobby of Holiday Inn)

Opening Ceremonies 8:30am – 9:00am

(Mariner Ballroom A&B)

Opening Keynote: Bet On Me - Succeeding in Business and in Life 9:00am – 10:30am

(Mariner Ballroom A&B)

Presented by: Annette Verschuren, O.C., Chair and CEO of NRStor Inc



As a leading entrepreneur Annette Verschuren lays out her surprising and inspiring philosophy for what it takes to lead and succeed in today's economy: tenacity, the willingness to embrace risk and an unwavering commitment to remain true to yourself, no matter how unorthodox you may seem.

Drawing on her experiences as a Cape Breton farm girl who went on to lead Home Depot Canada's expansion from 19 to 179 stores, building NRStor from the ground up, and other business ventures along the way, Verschuren will share her vision that will change the way you approach your work and your business.

Networking Break 10:30am – 11:00am

(Lower Lobby of Holiday Inn)

A short break before the first concurrent session block. Enjoy a coffee, visit the exhibitor booths, or catch-up with a friend.

Morning Concurrent Sessions

Digital transformation and the path to becoming stronger, safer, and more efficient

11:00am – 12:00pm

Concurrent Session (Mariner Ballroom C)

Presented by John Lew, Named Account Manager, Paloalto Networks; Jay Redmond, IT Director Town of Truro

Technology is revolutionizing how local governments manage costs, deliver services, and make life easier for residents and service providers. This session will discuss some of the digital transformation trends and challenges ahead. It will touch on a wide range of topics, including the triggers and scams that employees should be aware of, Cyber Insurance – Cost increases, increased requirements, the importance of employee awareness training, backup plans and business continuity. The Town of Truro will also share information on their Ransomware simulation – what they did and why.

Working in Municipal Government – Attracting and Retaining Employees

11:00am – 12:00pm

Concurrent Session (Cabot Room A&B)

Many municipalities struggle with poor hiring practices, outdated job descriptions and sporadic performance reviews. As a result, they feel the pain of an unmotivated, disengaged workforce and have difficulty attracting and keeping high-performing employees. In this workshop, you will learn methods to identify, interview and select the best employees. You will learn how to establish clear performance goals and expectations and how to build individual career development plans for high-potential employees. Come learn how to give honest and specific feedback and understand how letting employees fail in a great way encourages innovative thinking. In this session, you'll leave knowing how to design your organization so that people will see it as a great place to work.

Ventriloquist Lunch 12:00pm – 1:00pm

(Mariner Ballroom A&B)

While enjoying lunch, we will be joined by the very funny Michael Harrison, comedian and ventriloquist.

Afternoon Concurrent Sessions

Effective Writing for Briefings Notes and Emails 1:00pm – 2:00pm

Concurrent Session (Cabot Room A&B)

Presented by Sarah MacRae, Senior Lab Instructor, Department of Communication & Languages, Cape Breton University

Municipal staff are constantly required to write complex documents, from emails to briefing notes to reports and public notices. The complexity grows when each document has a unique audience, such as a manager, supporting staff, council, local media, or residents and businesses. This session will teach us some learning conventions related to structure and style to enable us to convey our message more professionally.

The Strength of Partnerships: Utilizing Outdoor Recreational Spaces

1:00pm – 2:00pm

Concurrent Session (Mariner Ballroom C)

Presented by: Deano Morley, CBU; Kirk Durning, Director of Parks, and Grounds, Buildings & Facilities, CBRM; Jonathan Penny, Program Coordinator Sports Development, CBRM Recreation

Being a regional municipality that spans over 2,400 square kilometers and one with high rates of poverty, we knew that many of the kids in our community were not getting the opportunity to participate in quality sports programs. Looking to change this, we immediately saw the value in partnering with Cape Breton University (CBU) and its athletic department. We were inspired by the universities new Strategic Plan, which included the goal to "Champion Island Prosperity" by building

partnerships to lead change. Discussion with Capers Athletics occurred to consider ways to bridge gaps at the community level and inspire children and youth through sport. This presentation will tell the story about the strength of partnership and how it can help lead to change in communities. Ours has grown in ways we could not have imagined and is helping provide more opportunities to residents and building capacity and young leaders in the field.

Short Networking Break 2:00pm – 2:15pm
(Lower Lobby of Holiday Inn)

Provincial Update 2:15pm – 3:30pm
(Mariner Ballroom A & B)
Presented by the Department of Municipal Affairs and Housing

Come join the conversation with Municipal Affairs and Housing: This session will feature presentations by DMAH on current issues impacting municipalities and an opportunity for delegates to ask questions and provide input on current provincial initiatives.

Wellness Activity
4:00pm – 5:00pm
Structured activity: TBD

Dinner and Entertainment at the Joan Harriss Cruise Pavilion - Royal Cape Breton Room 6:00pm – 10:00pm



Ticketed Event: Registration in advance is required. The cost to attend is \$60

Join your municipal colleagues for a three-course meal and entertainment by Emily Dingwall, Jenn Dingwall, and Ashley Buckingham.

CONFERENCE DAY 2

THURSDAY, SEPTEMBER 22

Yoga 7:00am - 8:00am
(Mariner Ballroom C)
Join us for a morning yoga session to help calm your mind and body before we start the day. This session will be taught by Desiree Magnus, Local certified yoga instructor. A limited supply of mats will be available. Please bring a yoga mat to the session, if possible.

Early Bird Draws 8:15 am – 8:30 am
(Lower Lobby of Holiday Inn)
If you have early bird prizes to give away, please email rkolstee@amans.ca

Registration 8:15am – 9:30am
(Lower Lobby of Holiday Inn)

Keynote Session: Fear, Lies, and Disappointment - The Roots of our Most Acute Social and Political Anxieties
8:30 am – 9:45 am
(Mariner Ballroom A&B)
Presented by Linden MacIntyre, Giller Prize & Gemini Award Winning Journalist and Author, Former Co-Host of CBC's Fifth Estate and The Journal.



In this keynote, Linden MacIntyre will share how the prevalence of untruth in commerce, politics, and social discourse

now accounts for the fear and disappointment infecting widespread contemporary notions about freedom and democracy.

AMA Updates and AGM 9:45am – 10:30am

(Mariner Ballroom A&B)

Come learn what your Association has been working on, and join us for the Annual General Meeting.

Networking Break 10:30am – 11:00am

(Lower Lobby of Holiday Inn)

A short break before the morning sessions start.

Enjoy a coffee, visit the exhibitor booths, or catch-up with a friend.

Morning Concurrent Sessions

The Success of your Municipality is in the Relationships you Cultivate with Employees, Clients, and the Community.

11:00am – 12:00pm

(Cabot Room A&B)

Presented by Kelsie Chiasson, Consultant, Crestview Strategy

As municipal staff, are we spending too much time designing our social media messaging in an effort to appease a few chronically unhappy residents? Are we spending enough time building positive, trusting relationships with the residents who are not actively seeking out municipal information? This session will teach us how to develop more engaging relationships, how we deal with public feedback, or how do we become more transparent in our social media communication?

Environmental Change 11:00am – 12:00pm

(Mariner Ballroom C)

Presented by Kathleen Aikens, Executive Director, ACAP

Presentation on environmental sustainability and current practices within CBRM around wastewater, solid waste, litter, and water conservation.

Wellness/Exhibitor Lunch

12:00pm – 1:00pm

(Mariner Ballroom A&B)

During this luncheon you have an opportunity to win some great prizes from our Exhibitors. Make sure to have your exhibitor passport filled out and handed in before the luncheon to win prizes.

Presenting Sponsor – Safety Services

1:00pm – 1:30pm

(Mariner Ballroom A&B)

Our presenting sponsor will talk about the safety trends and things municipalities can install to help reduce workplace injuries.

Education and Economic Development

Panel 1:30 pm – 2:30 pm

(Mariner Ballroom A&B)

Presented by: Gordon MacInnis, Vice President – Finance & Operations, CBU; David Gerbasi, Director of Studies, Canadian Coast Guard College; Carla Arsenault, Principal, and CEO, NSCC - Marconi Campus

Three educational institutions in CBRM have extended their reach beyond education to become economic drivers for the community. The session will highlight the benefits and challenges they have experienced and their move-forward plans geared towards economic development.

Short Networking Break 2:30pm – 2:45pm

(Lower Lobby of Holiday Inn)

World Café Networking Session

2:45pm – 4:00pm

(Mariner Ballroom A&B)

Join the conversation and explore an issue in one of the small table groups. Discussions will be held in multiple rounds and intended to allow for more relaxed and open conversations. Each table will host a topic.

Wellness Activity

4:15pm – 5:00pm

Structured activity: TBD

President's Reception & Banquet

6:00pm – 8:30pm

(Mariner Ballroom A&B)

Join us for the Banquet to celebrate your municipal colleagues' years of long service. The reception will begin at 6:00pm in the lower lobby of the Holiday Inn, with the dinner beginning at 6:30pm.

After Banquet Reception 8:30pm

(Cabot Room A&B)

Sponsored by Thinkdox

Join us for some live music by Buddy MacDonald and Aaron Lewis during our after-banquet reception.



CONFERENCE DAY 3

FRIDAY, SEPTEMBER 23

Early Bird Draws 8:30am – 8:45am

(Lower Lobby of Holiday Inn)

If you have early bird prizes to give away, please email rkolstee@amans.ca

Building Relationships and Working Together with Indigenous Communities

8:45 am – 9:45 am

(Mariner Ballroom A&B)

Presented by Tanya Johnson-MacVicar, L'nu Advisor – CBRM Mayor's Office

CBRM's L'nu Advisor provides employees with the knowledge and understanding of the importance of Aboriginal inclusion to build a stronger relationship and work well together.

Short Networking Break 9:45am – 10:00am

(Lower Lobby of Holiday Inn)

Platinum Sponsor Presentation

10:00am-10:20am

Details coming soon

Closing Keynote: Breaking Through Your Limitations - Live Today

10:20am – 11:30am

(Mariner Ballroom A&B)

Presented by Mark Black, Heart-Lung Transplant Recipient, 6-Time Gold Medalist, 4-Time Marathon Runner, Speaker, Author & Coach



Your organization has a vision for where you are headed, but the future has many unknowns, and the stakes are high. To realize your goals, you need to have everyone on board, but how do you get everyone from the front line to the head office to truly believe it can happen?

Closing and Grand Prize Draw 11:30am

(Mariner Ballroom A&B)

Must be in attendance to win

SAFETY SERVICES NOVA SCOTIA



WORKPLACE SAFETY

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