



CHAPTER LEADERSHIP TRAINING & COUNCIL OF CHAPTERS MEETING

FEBRUARY 5–6, 2025 | SHERATON KANSAS CITY HOTEL AT CROWN CENTER | KANSAS CITY, MO

WEDNESDAY, FEBRUARY 5

TIME	TOPIC
7:00–8:00 a.m.	Registration Open & Breakfast (Atlanta/New York)
8:00–9:30 a.m.	OPENING SESSION Welcome—Dominick Longobardi, APWA President & Scott Grayson, APWA CEO and APWA Board Ice Breaker Activity and Acknowledgment of AMS Issues
9:30–10:30 a.m.	GENERAL SESSION Brian Tenclinger—Leaving your Leadership Legacy Purpose: This session will acknowledge that leaders face challenges, how to address them and move forward to leave a lasting leadership legacy.
10:30–11:00 a.m.	Networking and Break
11:00 a.m.–12:00 p.m.	Chapter Leader Resources and APWA.org 101 APWA Staff: Jill Wilbeck, APWA Associate Director of Chapter Services; Jared Shilhanek, APWA Chief Growth Officer; Matt Harper, Sr. Manager of Member Services APWA Strategic Goal: Membership and Chapters: Provide outstanding concierge services to chapters. Attendees: Come prepared with questions regarding where to access APWA account information or other resources your chapter may need to locate. Learning Objectives of Chapter Leader Resources and APWA.org 101: <ol style="list-style-type: none">1. Locate your APWA account and understand how to use the new APWA portal.2. Identify where to locate multiple resources that are available to your chapter.3. Differentiate what new platforms are used to aid in chapter operations.
Noon–1:00 p.m.	Lunch
1:00–2:00 p.m.	Membership Matters APWA Staff: Gretchen Jackson, Membership Development Manager; Cameron Harmeyer, Chapter Services Manager; Bailey Dickman, Sr. Digital Marketing Specialist; Jared Shilhanek, APWA Chief Growth Officer; Matt Harper, Sr. Manager of Member Services; Julie Bebermeyer, APWA COO APWA Strategic Goal: Membership and Chapters: Create an outstanding, positive member engagement experience. Attendees: Come prepared to share how your chapter recruits, retains, and onboards members. Learning Objectives of Membership Matters: <ol style="list-style-type: none">1. Create a membership recruitment plan.2. Build a welcoming environment for new members.3. Encourage members to renew.

TIME	TOPIC
2:00–3:00 pm	<p>Meet the Young Professionals Committee</p> <ul style="list-style-type: none"> • YP Greeting from committee and Board Liaison • Explanation of YP Summit, summary of first YP Summit and what is to be planned for 2025. • Creating YP Engagement and Recruiting YP’s, APWA YP Committee <p>APWA Strategic Goal: Membership and Chapters: Create an outstanding, positive member engagement experience.</p> <p>Attendees: Come prepared with questions you may have regarding your chapters YP efforts and begin to think about how your chapter can help the APWA YP committee.</p> <p>Learning Objectives of Membership Matters:</p> <ol style="list-style-type: none"> 1. Evaluate the impact young professionals’ involvement will have on your chapter. 2. Promote APWA membership to young professionals. 3. Expand your chapter’s young professional network.
3:00–3:20 p.m.	Break
3:30–5:30 p.m.	<p>APWA 101 Speed Sessions—Come to the Table.</p> <p>APWA Strategic Goal: Value, Voice, Education and Credentialing, and Membership and Chapters.</p> <p>Attendees: Come prepared with questions you would like addressed by APWA Staff. Each Speed Session will last 15 minutes. You can choose which sessions are the most valuable to attend based upon your specific needs.</p> <p>Table 1: How to Secure Sponsorships—Ideas on successful sponsorship programs for luncheons, conferences and golf tournaments are just a few of the topics to be discussed at this table. This table will be led by Diana Forbes, Director of Meetings.</p> <p>Table 2: How to Engage New Members to Join—This group will share ideas and strategies to engage new members early in their experience with your chapter or branch. What works to ‘on-board’ new members so that they remain in the association for a long time? This table will have Jared Shilhanek, APWA Chief Growth Officer, and Matt Harper, APWA Sr. Manager of Member Services.</p> <p>Table 3: Build your Best Chapter—New to APWA? Looking for guidance to connect the dots? Have specific questions, or ideas you would like shared not only with other chapters, but with APWA Staff? This is the time to ask and share. This table will be led by Jill Wilbeck, APWA Associate Director of Chapter Services.</p> <p>Table 4: Handling Chapter Finances Effectively—Gain tips on best practices to implement a plan to manage your chapter and branch finances and find out how to take a long-term view of the chapter finances. Bring your questions regarding event contracts, chapter administrator contracts, how and when to obtain insurance? This table will have Delila Perry, APWA Controller, Mike Lutz, APWA Fractional CFO, and Julie Bebermeyer, APWA COO.</p> <p>Table 5: Enhance your Chapters Award Program. Need help locating award resources available to chapters? Looking for ideas to create or refine chapters awards program? Join this discussion to identify multiple ways awards winners can be recognized at the chapter level. This table will be led by Rhonda Wilhite, APWA Chapter Relations Associate.</p> <p>Table 6: CEUs for Chapter Education Sessions. Did you know that you can work with APWA’s Education and Credentialing Department to request CEU credit for your chapter’s education sessions? Elevate your education sessions by offering CEU credit. This table will be led by Deanne Cross, APWA Associate Director of Education and Credentialing and Stephani Greytak, Sr. Manager of Education and Credentialing.</p>

TIME	TOPIC
5:30–5:45 p.m.	Begin to depart for Social Event
6:00–8:00 p.m.	SOCIAL The College Basketball Experience 1401 Grand Blvd. KCMO 64106

THURSDAY, FEBRUARY 6

7:00–8:00 a.m.	Breakfast
8:00–9:00 a.m.	Advocacy Andrea Eales, Director of Government Affairs, APWA Staff APWA Strategic Goal: Value: Expand our public visibility campaign about the value of public works. Attendees: Come prepared to share how your chapter has promoted public works positive impact on society. Learning Objectives Advocacy Session: <ol style="list-style-type: none">1. Describe APWA’s national public policy priorities in the U.S. and how the APWA Government Affairs team works with the U.S. Congress and federal agencies on behalf of APWA’s members.2. Recognize and know how to utilize APWA advocacy resources to assist APWA chapters and members in advocating for APWA’s public policy priorities.3. Increase awareness of the latest updates on legislative activity related to APWA’s public policy priorities.4. Recognize how your chapter can play via their local voice plays a role in advocacy.
9:00–9:45 a.m.	Committees 101 <ul style="list-style-type: none">• How to leverage APWA Committee’s for chapter committee collaboration, identifying local subject matter experts, and implementing existing resources. APWA Technical Directors, Becky Stein, Chief Learning Officer, APWA Staff APWA Strategic Goal: Education and Credentialing: Compliment and support chapters’ educational programming Attendees: Come prepared to share how your chapter committees currently collaborate with APWA committees and what resources they would find helpful to have available. Learning Objectives of How to leverage APWA for Chapter Success: <ol style="list-style-type: none">1. Explain the national committee restructuring.2. Discuss the integrated strategy frameworks and roadmaps.3. Identify how these changes can be leveraged within APWA chapters.

TIME

9:45–10:30 a.m.

TOPIC

Education and Credentialing 101

- Education and Credentialing Resources to Support Members' Public Works Career Journey.

APWA Staff: Deanne Cross, Associate Director of Education and Credentialing; Jeanette Klamm, Associate Director of Credentialing; Corinne Watts, Career & Workforce Development Manager

APWA Strategic Goals:

Value: Promote public works careers and Education and Credentialing: Compliment and support chapters' educational programming.

Attendees: Come prepared to share how your chapter uses APWA readymade education and credentialing materials and what additional resources your chapter would like to see available.

Learning Objectives for Education and Credentialing 101:

1. Describe the public works career cycle.
2. Explain how APWA resources connect to each aspect of the public works career cycle.
3. Identify readymade resources chapters can use to provide education and benefit to members at every stage of the public works career cycle.

10:30–11:00 a.m.

Wrap Up, Lunch Grab & Go

Vic Bienes, APWA President-Elect

- What are your takeaways?
- What do you know now that you didn't know before we spent this time together?
- What will you do with this knowledge to help your members and future members in your chapters?