



# 2026 CONFERENCE AGENDA

## Thursday July 9

1 - 5 p.m.	Registration open
5:30 p.m.	Bristol Speedway track laps*
5:20 p.m.	Bus leaves MeadowView
6-8 p.m.	<b>[SOLD OUT]</b> <i>Race You to Conference</i> - Dinner at Bristol Speedway*

## Friday July 10

8:30 a.m.-4:30 p.m.	Registration Open
9 a.m.-5 p.m.	Excursions on your own (sign up online through <i>Visit Kingsport</i> )
11 a.m. – Noon	Workshop <ul style="list-style-type: none"><li>• Before You Borrow: A Tennessee Guide to Financing Options, Trade-offs, and Red Flags (<b>CMFO credit available</b>) – Bryan Skinner, RSA Advisors</li></ul>
Noon - 1 p.m.	Lunch on your own for attendees
Noon - 1 p.m.	MTAS Advisory Board Luncheon
1 – 4:30 p.m.	Expo setup
1 – 2 p.m.	TMBF meeting
1 – 2:30 p.m.	TML Policy meeting
3 – 4 p.m.	TML District meetings
4 – 4:30 p.m.	TML Board meeting
5:15 p.m.	Bus leaves MeadowView
5:30-7:30 p.m.	Host City Reception at the Farmers Market
5 – 11 p.m.	Hospitality Suite

## Saturday July 11

7:30 a.m. - 4:30 p.m.	Registration Open
7:30-9 a.m.	Expo setup
7:30	Golf Tournament*
9 a.m. – 5:30 p.m.	Expo Open (closed during General Session)
7:30 – 9:30 a.m.	BEMO breakfast*
9 – 10 a.m.	Workshops <ul style="list-style-type: none"><li>• Oversight of Water and Wastewater Utility Systems Part 1 (<b>Utility credit available - must attend all 3 units to earn credit</b>) – Brad Peters, MTAS</li><li>• Touchy Topics and Tough People: Avoiding the Legal and Public Pitfalls - Tom Griscom, Strategy and Communication Consultant &amp; Sam Jackson, Spencer Fane</li></ul>
10:15-11:15 a.m.	Workshops <ul style="list-style-type: none"><li>• Oversight of Water and Wastewater Utility Systems Part 2 (<b>Utility credit available - must attend all 3 units to earn credit</b>) – Brad Peters, MTAS</li><li>• Keys to Attract, Empower, and Retain Emerging Leaders in Your Community–Dr. Brenda White Wright, The Wright Approach</li><li>• Harnessing AI for Grant Writing (<b>CMFO credit available</b>) –Kathryn Good, Good Circle Marketing</li></ul>
11 a.m.– 12:30 p.m.	WIMG luncheon*
11:30 a.m. – 12:30 p.m.	Lunch in Expo
12:45 – 2:30 p.m.	General Session 1 <ul style="list-style-type: none"><li>• Keynote - Crafting Your Community's Story: Skills For Sharing Your Town's Unique Identity- Dr. Hannah Harvey, Cove Story</li></ul>

- 2:40 – 3:40 p.m. Workshops
- Oversight of Water and Wastewater Utility Systems Part 3 (**Utility credit available - must attend all 3 units to earn credit**)– Brad Peters, MTAS
  - Sound Strategy: Using Music to Drive Growth in Every Tennessee Community – Jimmy Wheeler, Tennessee Entertainment Commission & Dr. Stephen Marshall, Appalachian Music Collective
  - The Future of Energy & Water in Tennessee: Success Stories & Innovative Solutions (**Utility credit available**) –Warren Nevad, MTAS; Scott Stephens, SitelogIQ; Jon Sparkman, Tennessee American Water Company
- 3:50 – 4:50 p.m. Workshops
- Beyond Pay: Using Total Rewards to Attract and Keep Great Employees – Leah Frazier, MTAS
  - Who is Your Fire Chief? –Chief Ronny Beasley, La Vergne Fire & Rescue
- 3 – 5 p.m. The Long Island Lounge in Expo
- 5 p.m. Door prizes in Expo
- 5:30 p.m. Dinner on your own
- 5 – 11 p.m. Hospitality Suite

## Sunday July 12

- 8:30 a.m.-4 p.m. Registration Open
- 9 a.m. – 5 p.m. Expo Open (closed during General session)
- 9 – 11 a.m. Sip & Savor Coffee Social in Expo
- 9 – 10 a.m. Workshops
- Understanding Drone Statutes: Themes, Paths, and Political and Learning Dynamics – Dr. Xuhong Su, Baker School of Public Policy and Public Affairs
  - What is the Fire Chief Asking for Now? (**CMFO credit available**) - Chief Ronny Beasley, La Vergne Fire & Rescue
  - Make Your Website ADA-Compliant: Meeting ADA Standards for Your Community Part 1 (**CMFO credit available - must attend both units for credit**) – Kevin Benson, VC3
- 10:15-11:15 a.m. Workshops
- What's Next for AI and What to Do Now –Kathryn Good, Good Circle Marketing
  - Make Your Website ADA-Compliant: Meeting ADA Standards for Your Community Part 2 (**CMFO credit available - must attend both units for credit**) – Kevin Benson, VC3
- 11:30 a.m. – 12:30 p.m. Lunch in Expo
- 12:45-2:30 p.m. General Session 2
- Keynote - The Future Follows Talent - Adrian Holt, Eastman Senior Vice President and Chief Human Resources Officer
- 2:40 – 3:40 p.m. Workshops
- Tennessee's Economic Update (**CMFO credit available**) – Dr. Marianne Wanamaker, Baker School of Public Policy and Public Affairs
  - Industrial Development Boards and Infrastructure Development Districts: A Planner's Perspective–Micah Wood, TAPA; Jessica Harmon, Kingsport; Emily Wright, Franklin
- 3:50 – 4:50 p.m. Workshops
- Cybersecurity Readiness & Dark Web Exposure (**CMFO & Utility credits available**) - Dale Graver, VC3
  - Small Towns, Big Moves: Learn how 3 Tennessee Towns are Sparking Rural Prosperity - Brooxie Carlton, ECD; Kim Foster, Paris; Nolan Ming, McMinnville; Logan Engle, Elizabethton
- 3 – 5 p.m. Ice Cream Social in Expo Presented by FMIG Health
- 5 p.m. Door prizes in Expo
- 6 - 10:30 p.m. PEP Rally Presented by Public Entity Partners

**\*SEPARATE REGISTRATION REQUIRED**