

85th Tennessee Municipal League Annual Conference

Chattanooga Convention Center, August 2 - 5, 2025



What's Your MVP?
Leadership Lessons from the
Coach who inspired Ted Lasso



Opening General Session

Sunday, August 3, 2:30 - 3:45 p.m.

Coach Donnie Campbell, a Kansas high school math teacher and basketball coach, once coached a young Jason Sudeikis at Shawnee Mission West. Years later, Sudeikis revealed on *The Late Show with Stephen Colbert* that Campbell partly inspired the lovable, wise character he plays on the Emmy-winning show.

Campbell, now in the spotlight himself, has appeared on *Good Morning America* and *The Today Show*, sharing insights on leadership and the importance of building strong values. A Lyons High School grad and Kansas State football alum, he's spent more than 36 years shaping not just athletes, but confident, character-driven young people. In his colorful keynote, Coach Campbell shares the specific techniques he's used to build confidence, define missions, and motivate players on and off the court.

Second General Session

Monday, August 4, 9:45 - 11:15 a.m.

Dr. Marianne Wanamaker, dean of the University of Tennessee's Howard H. Baker Jr. School of Public Policy and Public Affairs, will kick off the Second General Session with a timely update on the state, national and global economies.

Next, an expert panel will explore how Quantum AI is being used to tackle complex problems at unprecedented speeds. We'll hear from

Evann Freeman, EPB's Vice President of Government and Community Relations, about how the Electric Power Board is leading the way by integrating a quantum computer into its existing quantum infrastructure. Google will also share how it's making quantum computing more accessible by offering it as a service—enabling businesses and researchers to harness the power of quantum technology without the need to develop their own hardware. This breakthrough is opening the door for organizations of all sizes to explore the possibilities of Quantum AI.



Dr. Marianne Wanamaker



Evann Freeman



Schedule At-A-Glance

FRIDAY, AUGUST 1

9 am – 5 pm

- MTAS Elected Officials Academy

SATURDAY, AUGUST 2

9 am – 5 pm

- MTAS Elected Officials Academy

12 – 4 pm

- Registration Open

1 – 4:30 pm

- CMFO & Utility Board Training Workshops (Set of 3)

SUNDAY, AUGUST 3

7:30 am

- Golf Tournament

7:30 - 9:30 am

- Organization of Black Elected Municipal Officials Breakfast

9 am – 5 pm

- Registration

9:30 am – 3:30 pm

- Exhibit Hall Open

10:30 – 11:30 am

- Concurrent Workshops (Set of 3)

11:30 am - 1:30 pm

Lunch in Exhibit Hall

11:30 am - 1:30 pm

- Organization of Women in Government Lunch

1:15 - 2:15 pm

- Roundtable Discussions in Exhibit Hall

2:30 – 3:45 pm

- Opening General Session

4 - 4:30 pm

- District Meetings

6 - 8 pm

- Host City Reception

MONDAY, AUGUST 4

7:15 – 8 am

- Breakfast

8 am – 3 pm

- Exhibit Hall Open

8:30 – 9:30 am

- Concurrent Workshops (Set of 3)

9:45 – 11:15 am

- Second General Session

11:30 am – 12 noon

- Business Meeting
- Installation of TML Board of Directors

12 – 1:30 pm

- Lunch

1 - 2:30 pm

- J.R. Wauford

1:30 – 2:30 pm

- Door prizes

2:45 - 3:45 pm

- Concurrent Workshops (Set of 3)

4 - 5 pm

- Concurrent Workshops (Set of 3)

6:30 - 11 pm

- PEP Reception

TUESDAY, AUGUST 5

8:00 – 10:30 am

- Awards Breakfast

Dynamic Workshop Line Up

SATURDAY, AUGUST 2

1 – 2 pm

- Who's Watching the City's Wallet?
- Effective Governance of Water Utility Systems

2:15 – 3:15 pm

- The Budget Process
- Effective Governance of Water Utility Systems

3:30 – 4:30 pm

- Overview of Required Policies
- Effective Governance of Water Utility Systems

SUNDAY, AUGUST 3

10:30 – 11:30 am

Concurrent Workshops

- Slum Clearance, Property Maintenance and the Administrative Hearing Officer
- Unmasking Human Trafficking: Indicators, Laws, and Strategies for Intervention
- The Future of TML: Visioning Committee Report

MONDAY, AUGUST 4

8:30 – 9:30 am

Concurrent Workshops

- Annual Adjustments to Municipal Certified Population
- Mapping Tomorrow: Leveraging GIS for Rural Growth & Development
- Unlocking Community Potential: Understanding and Driving Economic Development

2:45 - 3:45 pm

Concurrent Workshops

- Tennessee's Hemp Law Overhaul: What Local Officials Need to Know
- AI for Municipal Leaders: Practical Tools to Work Smarter and Serve Better
- Build Public Trust & Enhance Transparency Through Citizen-Centric Budgets

4 - 5 pm

Concurrent Workshops

- Affordable Housing Panel
- Communicating with Confidence: Using AI to Support City Marketing and Messaging
- Disaster Recovery Checklist and Best Practices