



PRE-CONFERENCE PROGRAMS

CONFERENCE-WITHIN-A-CONFERENCE

Tuesday, January 26

A separate registration fee of \$75 per class (early-bird rate) applies. The fee includes a meal and all workshop materials.

Secrets of Successful Grant Writing (Part I)

9 a.m. to Noon (includes breakfast)

Who has the money? What is the funding priority? How do political connections impact the decision-making process for grant awards?

Dr. Beverly Browning will lead participants through a live Internet funding search exercise demonstrating how to find grant monies in changing times. Review the federal funding revenue streams for general and American Reinvestment and Recovery Act (ARRA) notices of funding opportunities. As a long-time advocate and grant writer for Michigan townships, Browning will show participants how to think creatively, track funding trends, find pass-through funding opportunities, identify matching funds, and leverage township and partnership resources to go after the illusive shrinking federal dollar.

Takeaway knowledge:

- funding sources for township projects
- tracking ARRA to Michigan and getting your share
- finding general funding that is available year after year
- realizing that Congress is your pathway to finding and securing federal funds

“The educational classes are the best! It’s information that is hard to get anywhere else—and it’s presented in a compact format. The handouts are very useful.”

Secrets of Successful Grant Writing (Part II)

1 to 4 p.m. (includes lunch)

What do we have to write to get the money?

This dynamic session will help you gain insight into effective writing techniques. Browning will coach participants through rigorous grant application narrative writing exercises to fine-tune your federal grant writing skills. A combination of humor, knowledge, wisdom, intuition and coaching skills help even the shyest competitive grant writer come up with *Perfect Phrases for Writing Grant Proposals!* Adding to the fun, some practical door prizes will be distributed at the end of the session.

Takeaway knowledge:

- understanding technical and peer review writing requirements
- knowing the winning formula for how much to write for each section of the grant application narrative
- moving from a mundane, low-performing grant seeker to an award-winning grant-writing machine



About the Speaker

Dr. Beverly A. Browning, Founder & Director, Grant Writing Training Foundation, Phoenix, Arizona

Browning has been a presenter, consultant and author on the topic of grant writing for 35 years. She has assisted government officials and workshop participants in receiving grants totaling more than \$200 million. Browning has also authored dozens of grants-related publications, including Grant Writing for Dummies and Perfect Phrases for Writing Grant Proposals. Discounted copies will be available for sale during the event.

Turn to page 12 for the registration form. Participants should go directly to Grand Gallery Room D in DeVos Place to check in, beginning at 8:15 a.m. for the full-day or morning session, or 12:15 p.m. for the afternoon-only session.



Township Governance Academy

Centered on peer-to-peer interaction and specialized high-level instruction, MTA's exclusive credentialing program gives candidates the knowledge and skills to address the unique challenges officials face while serving on the township board. By developing competencies and skills as a leader in your community, you can earn the prestigious Township Governance Academy (TGA) credential and be recognized for possessing an in-depth understanding of the governance process and a solid overview of the role of the township.

Township Board Roles and Relations: Broadening the Scope

(B-101; 4 credits)

9 a.m. to 12:30 p.m. (includes breakfast)

As the major policy-making body in the township, the board has the broadest range of authority when it comes to setting policy. But what other roles must the board play? How does the concept of governance impact the traditional view of the role of the board member and the board as a whole? Discussion includes wearing the various hats of watchdog, supporter, planner, communicator and manager, as well as the interrelationships among board members, appointed and elected officials, and the board with the community. Participants will explore the fundamentals of leadership and the ethical standards specific to public servants.

Speaker: Larry Merrill, MTA Executive Director



Fundamentals of Assessment and Taxation

(F-105; 4 credits)

1:30 to 5 p.m. (includes lunch)

Property taxation and assessment administration are two of the cornerstones of township operations. From assessment and board of review meetings, all the way to tax collection—it's essential that all board members have an understanding of how the process works. This session will also explore how millages can be established and renewed, as well as how they are affected by the Headlee rollback. Scheduling millage questions and identifying what must be included in ballot language will also be addressed. Learn more about the various revenue sources coming into the township, including property taxes versus user fees.

Speaker: Barbara Van Gelderen, CMAE3, Supervisor/Assessor, Manlius Township (Allegan Co.)



Turn to page 12 for the registration form. Participants should go directly to Grand Gallery Room A in DeVos Place to check in, beginning at 8:30 a.m. for the full-day or morning session, and 12:30 p.m. for the afternoon-only session. To receive TGA credit, officials must sign in/sign out within 20 minutes of each class. Note: You do not have to be enrolled in the Academy to participate in the courses.

TGA Lounge opens on Wednesday, Jan. 27, at 1:30 p.m. Candidates and graduates of MTA's Township Governance Academy can enjoy conversation and complimentary beverages through Thursday, Jan. 28.

Courtesy of



Attention: TGA Class of 2010

A luncheon in your honor will take place from noon to 1 p.m. on Wednesday, Jan. 27.

Sponsored by



How to Earn Your TGA Credential

8:30 to 9 a.m. (open to all attendees!)

Undoubtedly you've heard the buzz, and you may have even seen graduates cross the stage to receive their certificate. Is now the time for YOU to earn your credential in MTA's Township Governance Academy (TGA)? Join us for an overview of the program and have *your* questions answered. Enrollment is available at the conclusion of the class. This free session will take place in Grand Gallery Room B.

Speaker: Debra N. McGuire, CAE, IOM, MTA Director of Communications and Education



Assessors Renewal

9 a.m. to 4 p.m.

(*\$125/person early-bird rate includes continental breakfast and lunch*)

It's Back!!!

Six-hour renewal program approved by the State Assessors Board! Join us for one of three mandatory six-hour renewal programs assessing officers must complete by Sept. 30, 2011. After completing this program, assessing officers should have:

- knowledge to determine and apply land values to individual parcels on an assessment roll
- an understanding of what land value maps are and how to create them
- knowledge to calculate and apply economic condition factors
- a reliable reference resource for use in preparing assessment rolls and equalization studies

Speaker: Margaret Ford, CMAE3, Assessor, Monitor Charter Township (Bay Co.)



Turn to page 12 for the registration form. Participants should go directly to the Gerald R. Ford Presidential Ballroom located on the first floor of the Amway Grand Plaza to check in, beginning at 8:15 a.m.

Turn to pages 25-26 for details on Tuesday's Auditor Institute and Legal Institute.

CONFERENCE REGISTRATION FORM

1 Registrant Information (Please photocopy this form to register additional attendees.)

 LAST NAME FIRST NAME

 TITLE NICKNAME FOR BADGE

 TOWNSHIP COUNTY

 MAILING ADDRESS

 CITY/STATE/ZIP

 DAYTIME PHONE FAX

 E-MAIL SPECIAL NEEDS (DIETARY, ACCESSIBILITY, OTHER)

CHECK HERE IF THIS IS YOUR FIRST MTA ANNUAL CONFERENCE & EXPO.



2 Registration Fees

**REGISTER EARLY
SAVE UP TO \$75**

	By Dec. 16*	After Dec. 16*	After Jan. 12*
<input type="checkbox"/> Main Conference (Jan. 27-29)	\$235	\$260	\$310
<input type="checkbox"/> Pre-Conference Programs (Tuesday, Jan. 26, priced per half-day session) Select session(s) below: <input type="checkbox"/> Grants, Part I (AM) <input type="checkbox"/> Grants, Part II (PM) <input type="checkbox"/> TGA B-101 (AM) <input type="checkbox"/> TGA F-105 (PM)	\$75 each	\$85 each	\$100 each
<input type="checkbox"/> Pre-Conference Program: Assessors Renewal (Tuesday, Jan. 26)	\$125	\$135	\$150
<input type="checkbox"/> One Day Only (Wednesday, Jan. 27)	\$145	\$170	\$220
<input type="checkbox"/> One Day Only (Thursday, Jan. 28)	\$180	\$205	\$255
<input type="checkbox"/> Annual Meeting Only (Friday, Jan. 29)	\$0	\$0	\$0
<input type="checkbox"/> Main Conference—Guest rate (Jan. 27-29) Name of guest _____	\$110	\$135	\$185

*Rates shown are for member registrations postmarked or faxed by cut-off date. Non-members, add \$85 to main Conference rate, \$50 to single-day rates, \$30 to each pre-Conference session rate. Note that attendees/guests must be registered to attend tours and use MTA shuttles. Guests may not attend workshops.

3 Optional Events (indicate number of tickets desired for each; see page 14 for details)

Tuesday, Jan. 26
 _____ *Cirque Dreams Illumination* at
 DeVos Performance Hall (\$43)

Wednesday, Jan. 27
 _____ An Afternoon at Frederik
 Meijer Gardens (\$35)
 _____ A Culinary Delight (\$25)

Thursday, Jan. 28
 _____ All-Day Shopping Spree at
 RiverTown Crossings Mall (\$15)
 _____ Extra Networking Dinner Ticket* (\$60)
(Main-Conf., Thursday & guest registrations include one ticket.)

*Entrée: Plated duo of bistro steak and cider-marinated chicken. Individuals with special dietary needs (i.e., vegetarian, vegan, allergies, etc.) should notify Kristin at (517) 321-6467, ext. 230, or e-mail kristin@michigantownships.org at least three weeks prior to the Conference.

4 Payment (Note: Registrations will not be processed without payment.)

Total of sections 2 & 3: \$ _____

Check or money order enclosed; check # _____ OR Charge to: MasterCard VISA
 (Make checks payable to MTA.)

_____ / _____
 Card Number Expiration Date

 Print Card Holder's Name Signature

Three Ways to Register:

Online: www.michigantownships.org
Fax: (517) 321-8908
Mail: MTA, P.O. Box 80078
 Lansing, MI 48908-0078

General questions about the Conference can be directed to the MTA Education Center at (517) 321-6467.

For hotel reservations, use form on page 11.

Confirmation & Credentials

A confirmation letter, along with your name badge and credentials, will be sent in advance of the Conference if you are registered by Jan. 4, 2010. Please bring these materials with you to the Conference; the bar code on your credentials will facilitate check-in at the MTA Registration Center. If you do not receive your materials by Jan. 14, contact Angie at (517) 321-6467.

Although you receive your credentials in advance, all attendees and guests must still check in at the MTA Registration Center, located outside Exhibit Hall C at DeVos Place to receive a program, bag and other materials.

The MTA Registration Center will be open: Tuesday—11:30 a.m. to 6 p.m. Wednesday—7:15 a.m. to 4:30 p.m. Thursday—7:15 a.m. to 1:30 p.m.

NOTE: Attendees registering after Jan. 4 will not receive credentials in the mail and must visit the MTA Registration Center to receive credentials and other materials on-site.