Highway Conference & Road Show 2020
March 10-12, 2020 | The Lansing Center | Lansing, MI
micountyroads.org/HighwayConference
Welcome, to the County Road Association of Michigan (CRA) Highway Conference of 2020! Every March, county road agency commissioners and staff, MDOT and state administrative officials, vendors and contractors, legislators and other important stakeholders come together to share and learn.

This year’s theme – Today's Vision, Tomorrow's Reality – reflects the reality that road agencies must look into the future and then make it happen locally, which takes effort and exposure to new thinking.

Moving ahead requires good working relationships at the local and state levels, willingness to embrace data-driven innovation, and of course, adequate funding levels. All of those opportunities to move ahead will be served up at CRA’s 2020 Highway Conference and Road Show.

In 2019, 96% of Michigan’s county road agencies attended the Highway Conference, including every agency in the Upper Peninsula! We had 152 exhibitors filling a record-breaking 238 booths in the Lansing Center, and more folks than ever attending the free Road Show and taking new ideas back to their offices.

We hope to see 100% of our county road agencies in Lansing this March 10-12, taking advantage of the many, many opportunities to take your road agency to a higher level.

“A credible, unified and effective voice for a safe and efficient county transportation infrastructure system in Michigan, which includes stewardship of the public’s right-of-way.”

Vision Statement, County Road Association of Michigan

2019-2020 BOARD OF DIRECTORS

President, Dave Pettersch, Gladwin
Vice President, Richard B. Timmer, Chippewa
Sec. Treasurer, Burt R. Thompson, PE, Antrim
John M. Hunt, Huron
James M. Iwanicki, PE, Marquette
Joanna I. Johnson, PWE, Kalamazoo
Dennis G. Kolar, PE, Oakland
Bradley S. Lamberg, PE, Barry
Michael A. Maloney, PE, Ontonagon
Douglas J. Mills, PE, Baraga
Larry Orcutt, Alpena
Fred Peivandi, PE, Genesee
Douglas E. Robidoux, Mason
Walter J. Schell, PE, Macomb
Steven A. Warren, Kent
Joyce Whisenant, Muskegon
HOTEL INFORMATION
Radisson Hotel Lansing at the Capitol
111 N. Grand Ave., Lansing, MI 48933
517.482.0188
Three rooms per county road agency reserved. Visit micountyroads.org/HighwayConference to make reservations.

Fairfield Inn & Suites Lansing of Eastwood
3320 Preyde Blvd., Lansing, MI 48912
517.374.6500
CODE: CRAG

SHUTTLE SCHEDULE
Tuesday, March 10
7 a.m. – 10:30 p.m. rotation from Eastwood to downtown Lansing.

Wednesday, March 11
6 a.m. – 10:30 p.m. rotation from Eastwood to downtown Lansing.

Thursday, March 12
6 a.m. – 1 p.m. rotation from Eastwood to downtown Lansing, last drop-off after Annual Business Meeting.
TUESDAY MARCH 10

SILENT AUCTION, HOSPITALITY SUITES & GALLERY OF ENTRIES

ROADS+™ SILENT AUCTION
The 5th Annual Roads+™ Silent Auction will be held in the Lansing Center Exhibit Halls Tuesday and Wednesday.

Also back for 2020, the County Gift Basket Competition of local items. See which county has the most creative basket!

Items are now being accepted for the Silent Auction. To donate, complete the form at micountyroads.org/Roads-Plus.

For more information, contact: Cindie Dulaney at cdulaney@micountyroads.org or at 517.482.1189.

BACK BY POPULAR DEMAND!

GRANT AVENUE

Back for 2020, finding information on grants has never been easier!

Take a stroll down Grant Avenue where representatives from federal, state and local agencies will distribute materials and answer questions on grants available to county road agencies!

10 a.m. - noon Wednesday, at the Road Show

IMPRESS AWARDS
During CRA’s Annual Awards Breakfast, county road agencies will receive IMPRESS Awards for best practices in Operations, Communications and Collaboration.

Get your next great idea at the Gallery of Entries Showcase at the Road Show. And vote for the “People’s Choice Award,” for your favorite idea.

EVENING HOSPITALITY SUITES
On Tuesday evening following the Road Show, and Wednesday night after the Legislative Reception, several CRA Associate Members will host hospitality suites at the Radisson Hotel. Shuttles will run from the Radisson to the Fairfield Inn & Suites until 10:30 p.m. both evenings.

Drop in and make new friends! Watch for hospitality location signage at the event.
The County Road Association’s award-winning trade show – “The Road Show” – takes place March 10 and March 11, 2020. The show includes heavy equipment. The Roundabout Stage on Wednesday will feature educational product demonstrations.

MEET WITH VENDORS!
The Road Show runs from 2:30 to 6:30 p.m. on Tuesday, March 10, and 9 a.m. to 2 p.m. on Wednesday, March 11. All county road agency managers, commissioners and staff are invited. Other public agencies including township, city and village representatives are encouraged to attend. Door prizes will be drawn throughout the Road Show on Tuesday and again Wednesday.

ROUNDABOUT EDUCATIONAL PRESENTATIONS
Hit the Roundabout during the Road Show on Wednesday from 9 a.m. to 11 a.m. Speakers will give short educational presentations about new technologies, products and services.

MORE DIVERSE VENDORS!
CRA is proud to continue the indoor heavy equipment show. More than 130 vendors are expected representing:

• Equipment, parts dealers
• Suppliers of snow and ice control systems
• Suppliers of traffic control devices, bridges, culverts and pipes
• Benefits, insurance providers
• Retirement, investment advisers
• Government software and IT programs
• Law firms
• Engineers, architects and planners
• Federal, state and nonprofit organizations and programs
• And many other transportation service providers
WEDNESDAY MARCH 11

GENERAL SESSION

7:30-8 a.m. Breakfast

8-8:55 a.m. Media Panel: Sorting out 2019’s road funding compromise

County road agencies saw some successes in the 2019 road funding deal between the Legislature and Governor’s Office. Politically, will the deal last? Is there more to come? These A-list transportation reporters opine on the long-term impact of the 2019 road deal, including whether it will impact 2020 elections.

Dave Eggert, Associated Press
Beth LeBlanc, The Detroit News
Emily Lawler, MLive
Moderator: Zach Gorchow, Gongwer News Service

8:55-9:05 a.m. The Federal Perspective on Infrastructure

How will Michigan’s transportation system be affected by federal funding levels, performance measures and innovation? Michigan’s Federal Highway Division Administrator provides an overview of how these three areas are influencing the future of Michigan’s infrastructure.

Russell Jorgenson, Division Administrator, Federal Highway Administration-Michigan

9:05 a.m. -12 p.m. 2020 CRA ‘ROAD SHOW’

GALLERY OF ENTRIES
SHOWCASE
SILENT AUCTION

9-11 a.m. Roundabout Educational Presentations

12-1:15 p.m. LUNCH & KEYNOTE SPEAKER

Eric McElvenny is a retired Marine Corps infantry officer and Navy veteran, who served three deployments in Afghanistan. He is now an endurance athlete and inspiring speaker on the national circuit.

CONCURRENT SESSION #1 (1:30-2:15 P.M.)

ENGINEERING & ENVIRONMENT TRACK

Do you even have mussels, bro? And other T&E species updates

Time for a catch-up on what’s new with threatened and endangered (T&E) species impacting roadwork. Mussels are perhaps the newest species causing extra considerations and costs out on roads. And there have been other changes in timing and documentation, as well.

Mark Harrison, PE, Project Development Manager, Local Agency Programs, MDOT
Eric Costa, Environmental Coordinator, Local Agency Programs, MDOT

e-CRA100, Oxcart and statewide fee schedule

Rapid innovation is coming to transportation and right-of-way permits! Nearly half of county road agencies have adopted the Oxcart® e-permit platform to improve customer access and road agency efficiency. CRA committees are also working in concert with the Michigan Legislature to develop a statewide permit fee schedule authority to bring uniformity across the state. Get on board!

Steve Puuri, PE, Engineering Specialist, CRA
Corey Jarbeau, Permits Specialist, Genesee County Road Commission
Bryce Baker, Owner, Oxcart Permit Systems

COMMUNICATION TRACK

Death by jargonism: Are you speaking the residents’ language?

This presentation is a classic by a road engineer and a professor! LTAP’s Dr. Tim Colling uses humor and spot-on examples to drive home the point that every member of your road agency will be more effective if you don’t get caught up in complex road jargon. An encore presentation from the Commissioners Conference – don’t miss it!

Dr. Tim Colling, PE, Director, Center for Technology & Training, Michigan Technological University

“Branding” your agency on paper – and using CRA’s turn-key Tool Crib media locker to do it

This tag-team describes why paper brochures are still vital in getting out the county road agency message. Learn about CRA’s new Tool Crib, which has a “locker” full of turn-key brochure templates for road agencies.

Kathy Backus, President, Backus Public Relations and Central Michigan University Journalism Faculty
Dustin Earley, Manager of Communications and Engagement, CRA
**FINANCE & HUMAN RESOURCES TRACK**

**Direct from the actuary: How valuations actually work**

Learn how actuaries arrive at a valuation, and which “levers” can be changed. Then get the road agency perspective on taking technical applications from the actuarial world, interpreting and putting them to work. Session includes updates on Treasury’s new rules and forms.

*Christian Veenstra, FCA, President, Watkins Ross*

*Lisa M. Powell, CPA, Finance Director, Iron County Road Commission*

**It’s complicated: Interpreting MTF and other MDOT deposit$$**

In 2019, the state made over a half-dozen changes to counties’ MTF disbursements, confusing road agency staff and boards. CRA’s Finance Committee chair describes new measures to prevent this from recurring, communication improvements, the online MTF calculator and retaining a budget contingency/stabilization fund.

*Melissa Williams, Chair of CRA Finance and Human Resources Committee; and Finance Director, Road Commission for Oakland County*

**COMMISSIONERS TRACK**

**Relationships rule! Positive PR tactics for commissioners**

One of the most important roles for road commissioners is building strong relationships. With your lawmakers. With your township officials. With the business community. Let a local government expert help you re-consider your approach and your role in building support for the county road agency.

*Larry Merrill, CAE, Senior Consultant, Center for Local Solutions at Public Policy Associates and former director, Michigan Townships Association*

**BOARD MANAGEMENT TRACK**

**Providing weight enforcement on a shoestring**

Many road conflicts could be resolved by re-deploying the weighmaster, especially during seasonal weight restrictions. With budget cuts, most agencies ended this position a decade ago. From outsourcing, cross-training and apportioning new funds, a seasonal weighmaster could help improve compliance with legal weight restrictions.

*Dave Pettersch, CRA President and Managing Director, Gladwin County Road Commission*

*Kevin Harju, PE, County Highway Engineer/Manager, Houghton County Road Commission*

*Gregg Patrick, PE, Engineer/Manager, Keweenaw County Road Commission*

**New tools for recruiting next-gen road agency staff**

CRA’s PR Committee is rolling out a campaign that re-invents how we attract operations workers, ages 25-35. The campaign runs from job titles through recruitment fair materials, brochures, social media presence and opportunities to link with Michigan’s powerful, multimillion-dollar Going Pro campaign.

*Craig Bryson, Senior Manager of Communications, Road Commission for Oakland County*

*Emily Kizer, Communications Manager, Washtenaw County Road Commission*

*Alex Doty, Communications Administrator, Ottawa County Road Commission*

**CONCURRENT SESSION #2 (2:30-3:15 P.M.)**

**ENGINEERING & ENVIRONMENT TRACK**

**Do you even have mussels, bro? And other T&E species updates**

Mitigating “issues” with MiWB out on local roads

The CRA-developed Michigan Wetland Board (MiWB) is now issuing credits for pre-mitigation where road projects run up against wetland concerns. The Keweenaw County site issued the first credits last summer, and the Grand Traverse and Shiawassee County sites should have credits by spring. Eight other sites are in development.

*Jeff Silagy, Manager, MiWB*

*Steve Puuri, PE, MiWB Chair and Engineering Specialist County Road Association and Michigan Municipal League*

**COMMUNICATION TRACK**

**Tips to defusing conflict with customers**

As front-line communicators to the public and staff, the road agency team needs a long fuse and some quick tips to stay on the high road. A customer service representative from a prominent hotel walks through some basic strategies and role playing to ramp-down difficult encounters.

*Emily Thompson, CTA, Sales Account Manager, Radisson Hotel Lansing at the Capitol*

**Instagram: It’s the new Facebook**

One of the challenges road agencies face is speaking to and attracting young talent. If we don’t change the ways we tell our stories, how can we evolve? This session will teach the fundamentals of Instagram, a photo-first social media platform popular with millennials and Gen Z. Learn the power of showing not telling.

*Greg Rokisky, Marketing Manager, Michigan Association of School Boards*
### CONCURRENT SESSION #2 (2:30-3:15 P.M.)

#### FINANCE & HUMAN RESOURCES TRACK

**It’s complicated: Interpreting MTF and other deposits from MDOT**

#NeedHelp: CRA’s new IT Listserv for cybersecurity concerns

CRA’s newest Listserv is a forum for cybersecurity concerns and info sharing among road agencies. Tech security is not a one-and-done. You may need others’ input on purchases, cloud vs. in-house and other challenges to your IT.

*Dustin Earley*, Manager of Communications and Engagement, CRA

#### COMMISSIONERS TRACK OPTIONS

**Creating fairness with new road funding**

While road funding was stagnant, so was the thought process: There’s not enough for anyone. With new funding, road commissions must craft policies that help all communities although many don’t have the funds to match.

*Brian A. Gutkowski*, PE, Engineer-Manager, Emmet County Road Commission  
*Patrick Harmon*, Manager, Charlevoix County Road Commission  
*Tim O’Rourke*, Manager, Roscommon County Road Commission  
*Sheryl Siddal*, PE, Managing Director, Washtenaw County Road Commission

**Moderator:** *Ed Noyola*, Deputy Director, CRA

### BOARD MANAGEMENT TRACK

**Best practices for seasonal weight restrictions**

Spring is rough out on the county road system! Farmers must empty manure lagoons, loggers are pulling product and contractors are mobilizing equipment. How do we keep them all informed? Stop in for the newly-formed “best practices” when communicating seasonal weight restrictions.

*Brett Laughlin*, PE, Chair of CRA Permit Subcommittee, and Managing Director, Ottawa County Road Commission  
*Wayne Schoonover*, PE, County Highway Engineer, Grand Traverse County Road Commission

#### COMMUNICATION TRACK

**Tips to defusing conflict with customers**

“Branding” your agency on paper – and using CRA’s turn-key Tool Crib media locker

### CONCURRENT SESSION #3 (3:30-4:15 P.M.)

#### ENGINEERING & ENVIRONMENT TRACK

**e-CRA100, Oxcart and statewide fee schedule**

#What’s new? Mini-roundabouts might work

Roundabouts are increasingly accepted by the public. Where your road footprint is small, perhaps a mini- is the way to go. Washtenaw County Road Commission presents how they’re using mini-roundabouts in tight spots.

*Mark McCulloch*, PE, Senior Project Manager, Washtenaw County Road Commission

#### COMMUNICATION TRACK

**Tips to defusing conflict with customers**

“Branding” your agency on paper – and using CRA’s turn-key Tool Crib media locker

#### FINANCE & HUMAN RESOURCES TRACK

**There’s a Guidance Document or template for that!**

A large number of work-saving resources are available on CRA’s MiRAD (Michigan Road Agency Database), some of which are accessed through new online “Tool Crib.” Learn “hacks” to simplify your job including position description, compensation data and other comparative info.

*Beth Hunt*, Finance Director, Lenawee County Road Commission

*Jen Rosser*, Finance Director & Clerk, Shiawassee County Road Commission

**Refresh:** Parliamentary procedures

Let’s face it: Parliamentary procedures is not the most dynamic topic, but we need it to keep order. This session reviews the most commonly-used rules of procedures: Robert’s Rules of Order. It covers basic concepts including quorum, roll call, motions to postpone, table, rescind and reconsider. Bring your notepad!

*Lisa Hamameh*, Shareholder, Rosati, Schultz, Joppich & Amtsbuechler, PC
**THURSDAY**

**MARCH 12**

**BUSINESS MEETING & AWARDS BREAKFAST**

8-8:45 a.m.  A Word from the State Capitol

What’s happening with local bridge bundling?

MDOT’s energetic Bridge Division Director Matt Chynoweth will update us on where this program is headed. Is Michigan likely to have “Zero Critical Bridges by 2025?”

**Matt Chynoweth, PE, Director, Bureau of Bridges, Michigan Department of Transportation**

Update on adopting an Asset Management Plan

The Transportation Asset Management Council (TAMC) has released its schedule for submitting asset management plans. Beginning October 1, 2020, local road agencies begin turning in their plans to the TAMC. Learn what to expect.

**Joanna I. Johnson, Chair of Michigan’s Transportation Asset Management Council (TAMC), CRA Board Director and Managing Director of the Road Commission of Kalamazoo County**

9-11 a.m.  IMPRESS AWARDS

MEMBER AWARDS

ANNUAL BUSINESS MEETING

**LEGISLATIVE RECEPTION**

5:30-6:30 p.m.  Meet us by the Grand (River)

Mingle with your local Representatives and Senators in the Lansing Center, alongside the Grand River.

**Join us in the River Concourse!**

---

**COMMISSIONERS TRACK**

Take it outside. What you need to know about logistics of bidding out equipment, selling assets

Providing fiscal oversight is part of the commissioner’s role, and always includes reviewing significant equipment purchases. Gain some perspective on requirements for bidding out equipment purchases >$15,000, and how to properly sell assets. Includes a brief overview of MiDEAL.

**Mary Gillis, Director of Central Operations, Road Commission of Oakland County**

**BOARD MANAGEMENT TRACK**

Think about it: Can road agencies improve employees’ well-being?

Do you have a well-being program? Do you need one? And what is a well-being program anyway? A Blue Cross Blue Shield health and wellness coach shares ways employers can implement well-being programs to improve employee performance and productivity, improve morale and reduce health care costs.

**Miki Della-Moretta, Health and Wellness Coach, Blue Cross Blue Shield of Michigan**

New tools for recruiting next-gen road agency staff

---

**GENERAL SESSION**

4:30-5:30 p.m.  Under the Dome: The “Point People” for Local Roads

**Sen. Tom Barrett, Chair, Senate Transportation Committee - invited**

**Rep. Jack O’Malley, Chair, House Transportation Committee - invited**

**Sen. Wayne Schmidt, Chair, Senate Transportation Appropriations Subcommittee - invited**

**Rep. Matt Maddock, Chair, House Transportation Appropriations Subcommittee - invited**

**Program Guide**
THANK YOU TO OUR SPONSORS!

We couldn't do it without you!

MARQUEE SPONSOR

SIGNATURE SPONSORS

DIAMOND SPONSORS

PLATINUM SPONSORS

GOLD SPONSORS

SILVER SPONSORS
HIGHPAY CONFERENCE REGISTRATION INFORMATION

REGISTER EARLY AND SAVE $$$

<table>
<thead>
<tr>
<th>Conference Registration</th>
<th>Early Rate</th>
<th>After Feb. 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRA Member/Associate Member</td>
<td>$220</td>
<td>$265</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$285</td>
<td>$335</td>
</tr>
<tr>
<td>Wednesday Meals</td>
<td>$60</td>
<td>$60</td>
</tr>
<tr>
<td>Road Show Only</td>
<td>FREE</td>
<td>FREE</td>
</tr>
</tbody>
</table>

REGISTER EARLY AND SAVE $$$

ONLINE REGISTRATION CLOSES MARCH 3.

TO REGISTER VISIT:

micountyroads.org/HighwayConference

CRA is using online registration. If you require assistance registering, please call Shelby Eva at 517.482.1189.

COMMITTEES

The County Road Association offers a big THANK YOU to our committees who have worked diligently over the past year to advance the goals of the Association. Please thank our 2019-2020 committee chairs:

Executive - Dave Pettersch, Gladwin
General Policy - Kelly Smith, Newaygo
Canvassing - Mary E. Sholander, Marquette
Commissioners - Frank Fiala, Barry
Education - Richard B. Timmer, Chippewa
Engineering - Robert L. Lindbeck, PE, Alger
Finance & Human Resources - Melissa Williams, Oakland
Legislative Review - Kelly Smith, Newaygo
Negotiating - Darryl Heid, PE, Oakland
Nominating - Walter J. Schell, PE, Macomb
Public Relations - Craig Bryson, Oakland
Superintendent Assoc. of Michigan - David Greaves, Gladwin

Association committees and sectional organizations will meet on Tuesday, March 10, starting at 8 a.m. at the Radisson. Complete schedule on CRA's website.
Highway Conference & Road Show 2020

March 10-12, 2020
The Lansing Center & Radisson Hotel, Lansing, MI

County Road Association of Michigan
Phone  517.482.1189
www.micountyroads.org

micountyroads.org/HighwayConference

Follow CRA on social!
facebook.com/micountyroads
@micountyroads
micountyroads
#2020HighwayConference