



Neil Howe

Neil Howe is a renowned authority on generations and social change in America. An acclaimed author and speaker, he is the nation's leading thinker on today's generations—who they are, what motivates them, and how they will shape America's future.

Howe is founder and president of the consulting firm LifeCourse Associates, where he develops and implements cutting-edge research, analysis, and consulting services to help clients understand how generations impact marketing, workforce issues, and strategic planning. LifeCourse has served hundreds of corporate, nonprofit, and government clients.

Howe is a bestselling author who has written more than a dozen books on generations and demographic change, many of them he co-authored with William Strauss. Howe and Strauss originally coined the term "Millennial Generation" in 1991, and wrote the pioneering book on this generation, *Millennials Rising*, in 2000. Howe's work on the Millennial generation has been featured frequently in the media, including *USA Today*, CNN, the *New York Times*, and CBS' *60 Minutes*.

Howe is also a recognized authority on global aging, and most recently wrote *The Graying of the Great Powers* (2008). He is a senior associate at the Center for Strategic and International Studies, where he helps lead the Global Aging Initiative.

He holds graduate degrees in history and economics from Yale University. He lives in Great Falls, Virginia.



## *The Next 20 Years: How Workforce Attitudes Will Evolve*

**Boomers** are moving into the senior leadership positions. And as they reach the traditional retirement age, many will remain involved in the working world.

**Generation X**, people born in the 1960s and 1970s, are in the process of moving into midlife where they will be the hands-on managers. Considered to be the greatest entrepreneurial generation in U.S. history, their high-tech savvy and marketplace resilience have helped America prosper in the era of globalization.

As the new **Millennial** generation is coming of age, they are entering the workforce in record numbers, often gravitating toward large institutions and government agencies, seeking teamwork, protection against risk, and solid work-life balance.

Historian, economist, and demographer, Neil Howe will examine how the different generations impact workforce issues and what motivates them as workers.

Looking to the future, he will also explore the next 20 years and how each of today's generations will transform the next phase of life.

Boomers will transform old age as champions of values. Generation Xers will transform midlife as practical problem solvers. And Millennials will transform young adulthood as America's new junior citizens, engaged in civic life – revitalizing community and public purpose, and filling the role being vacated by senior-citizen GIs.

You won't want to miss this fascinating look at the effect that generational change has on society and the workplace, and how it will help shape the future of America.

**Monday, June 13**  
**Second General Session**  
**8:45 - 9:45 a.m.**  
Gatlinburg Convention Center

# Dynamic Sessions set for Annual Conference

## Workshop Topics

- INNOVATION
- LEADERSHIP
- DISASTER PREPAREDNESS & EXECUTION
- ETHICAL STANDARDS

## Schedule At-A-Glance

### SATURDAY, JUNE 11

8 am - 12 pm	MTAS EOA
2- 3 pm	Pre-Conference Workshops
8 - 10 pm	Welcome Reception Park Vista Hotel

### SUNDAY, JUNE 12

11 am - 5 pm	Registration
11 am - 5 pm	Exhibit Hall Opens
11:30 am - 1:30 pm	Lunch
1:30 - 2:15 pm	District Meetings
<b>2:30 - 3:45 pm</b>	<b>Opening Session</b>
4 - 5 pm	Networking Extravaganza Exhibit Hall
6 - 8:30 pm	Host City Reception Convention Center

### MONDAY, JUNE 13

8 - 8:30 AM	Breakfast
8:45 - 9:45 am	Second General Session
10 - 11 am	Workshops
11:15 am - 12 noon	Business Meeting
12:15 - 1:30 pm	Lunch
2:15 - 3:15 pm	Workshops
3:30 - 4:30 pm	Workshops
6 - 11pm	Pool Party

### TUESDAY, JUNE 14

8 - 10 AM	AWARDS BREAKFAST
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## CMFO Training

The University of Tennessee Municipal Technical Advisory Service will offer several conference sessions this year at TML's Annual Conference in Gatlinburg. The sessions offered will provide CPEs for CMFO graduates. Stay tuned for a complete conference line-up and course descriptions.

To register for the TML Annual Conference, go to TML's website, [www.TMLI.org](http://www.TMLI.org), to download a registration form. Or contact Sylvia Harris at (615) 425-3903 or by e-mail at [sharris@TMLI.org](mailto:sharris@TMLI.org).

## Opening General Session

Sunday, June 12, 2:30 - 3:45 p.m.  
*From Great to AMAZING!*

When cities succeed, America succeeds! There has never been a more crucial time for cities to step up and lead the nation. Innovation, motivation and energy will propel cities to greater heights. Jim Hunt is founder of AMAZING CITIES, a leadership organization that works with groups and organizations to foster innovation and excellence. He shares a lifetime of experiences with his audiences as he has spent more than 27 years as a local elected official. His experience gives him an in-depth view of the problems facing a diverse group of communities. He speaks, writes and consults on issues of critical concern to those in the trenches and provides effective strategies to achieve excellence.



Jim Hunt



Scott Paine

## Workshop Session: Monday, June 13

*Managing Negative Public Participation*

Back by popular demand, Dr. Scott Paine will conduct two workshops on effective leadership in the 21st Century. One of the many topics he will address is managing negative public participation. The public has a right to be heard. Unfortunately, some members of the public abuse that right for personal or political purposes that do not contribute to public understanding or decision making. This workshop explores what we should do in meetings, on social media and in the press to manage negative activity without curtailing the citizens' right to be heard.

## Workshop Session: Monday, June 13

*City and Party*

Here in Tennessee, we often say that there's no Republican or Democratic way to pick up the trash. But with the sharper differences between the parties on basic principles related to the role of government, there are Red and Blue ways of thinking about municipal service. At the same time, given the frontline service character of municipalities and the small size of their governing bodies (councils or commissions), if we think about partisan politics the way those 'higher up' do, there is no question that our cities and our residents, businesses and visitors will suffer. So, how can we reconcile partisan sympathies with the pragmatism of municipal governance? Dr. Scott Paine has a plan.

## Workshop Session: Monday, June 13

*The New World of Municipal Sign Codes*

In the summer of 2015, the U.S. Supreme Court issued its decision in *Reed v. Town of Gilbert*, which redefines the core First Amendment requirement of content neutrality in a way that dramatically affects local sign codes. Most municipalities need to update their sign codes to comply with Reed. This session will explain some strategies for approaching that task. Coordinated by the Tennessee Municipal Attorneys Association