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**Program**

**Thursday, May 2**

7:30-8:10 a.m.   **Registration/Buffet Breakfast**

8:10 a.m. **Welcome and Overview**

8:20-9:15 a.m. **For the Love of Small Towns**  
***Peter Kageyama,*** *Author and Urbanist*

9:20-10:20 a.m. **Economic Development for Small Towns**  
***Dan Santee,*** *Partner,**Denton Navarro Rodriguez Bernal Santee & Zech, P.C.*

10:20-10:30 a.m. **Break**

10:30-11:30 a.m. **The Link Between Land Use & Fiscal Sustainability**  
***AJ Fawver,*** *Community Consulting Program Leader, Verdunity*

11: 30-12:30 p.m. **Networking Buffet Lunch**

12: 30-1:40 p.m. **How Your Town Can Prepare for Disasters**

**Kevin Starbuck,** Assistant Chief, Texas Division of Emergency Management

1:45-3:00 p.m. **Retail Recruitment Strategies**  
***Aaron Farmer,****President, The Retail Coach;****Tony Aaron****, City Administrator, Early;****Miesha Adames****, Economic Development Director, Sweetwater*

3:00-3:10 p.m. **Break**

3:10-4:15 p.m. **2024** **Legislative Update**   
***Monty Wynn,****Director, Grassroots and Legislative Services****,*** *and****JJ Rocha,*** *Grassroots and Legislative Services Manager, Texas Municipal League*

**Friday, May 3**

8:00 a.m. **Continental Breakfast**

8:30-9:30 a.m. **Breakfast Discussion – What’s Working in Your Community?**Moderator: **Bennett Sandlin**, Executive Director, Texas Municipal League

9:35-10:30 a.m. **Creating Organizational Success Through Leadership**  
***Mike Gentry,*** *Director of Training, Texas Police Chiefs Association*

10:30-10:40 a.m. **Break**

10:40-11:50 a.m. **Not for Profit: Navigating the “Business” of Running a City**  
***Tad Cleaves and Stephanie Huser,*** *Legal Counsel, Texas Municipal League*