



# FACC 2021 FALL ACADEMY Announcement

Florida Association of City Clerks

October 17-21, 2021

The Shores Hotel, Daytona Beach Shores

## President's Message



On behalf of the FACC, I am so excited to welcome you to Daytona Beach Shores, October 17-21, for the 2021 Fall Academy! You are going to learn so much at this event! Get excited!

My presidential theme (and personal goal) is to **“Never Stop Learning.”** No matter how much you already know, you can always learn something new! The Professional Education Committee, chaired by DeLand City Clerk Julie Hennessy, MMC, and co-chaired by Palm Shores Town Clerk Patricia Burke, MPA, MMC, has created an exciting and challenging lineup of sessions that will help you gain knowledge and expertise to focus on further growth and development as a municipal clerk.

First-year participants and first-time attendees ... be sure to participate in our First Year/First-Time Attendees' MANDATORY Orientation and Education Basics session on Monday, October 18, from 7:30 a.m. - 8:00 a.m. Please join us for this informative session to learn how your association can assist you in your professional goals and challenges, while also letting us get to know you.

Don't miss our Pre-Academy Workshop: Athenian Dialogue on Sunday, October 17. City Clerk Camilla Pitman, MMC, Certified Professional Legal Secretary, Greenville, SC, will lead a discussion on the book “Eat Mor Chikin: Inspire More People: Doing Business the Chick-fil-A Way” by Chick-fil-A Founder S. Truett Cathy. Remember, this session is limited to a maximum of 30 participants on a first-come, first-served basis. Please sign up quickly in order to secure your seat!

I look forward to seeing each of you during our 2021 Fall Academy. It is the perfect opportunity to learn all you can!

**Stacey Johnston, MMC**  
FACC President  
City Clerk, City of Holmes Beach

#FACCFall2021

# General Information

Join us October 17-21 for the 2021 Florida Association of City Clerks Fall Academy at The Shores Hotel in Daytona Beach Shores. The Fall Academy is considered the primary educational opportunity for Florida municipal clerks each year and offers the “core” classes considered essential for the International Institute of Municipal Clerks’ (IIMC) Certified Municipal Clerk (CMC) and Master Municipal Clerk (MMC) certification programs.

The event begins Sunday, October 17, with a Pre-Academy Workshop: Athenian Dialogue session featuring Camilla G. Pitman, MMC, City Clerk, Certified Professional Legal Secretary, Greenville, SC, who will be facilitating a discussion about the book “Eat Mor Chikin: Inspire More People: Doing Business the Chick-fil-A Way” by S. Truett Cathy. **The Pre-Academy Workshop is a separate registration fee from the Fall Academy registration.** Athenian Leadership Society Dialogues are limited to a minimum of 10 participants and a maximum of 30 participants on a first-come, first-served basis. The dialogue is worth six CMC/MMC education hours (or three CMC/MMC education points) with the completion of a knowledge assessment. Participants are required to purchase and read the book prior to the session. When you register, please include the Pre-Academy Workshop registration fee in your total.

The CMC program (First-Year and Second/Third-Year Tracks), approved by IIMC for 32 CMC education hours, begins Monday, October 18, at 8:00 a.m. and continues through Thursday, October 21, until 5:30 p.m.

The MMC program, approved by IIMC for 20 MMC education hours, begins Monday, October 18, at 8:00 a.m. and continues through Wednesday, October 20, until noon.

**The early registration deadline is Thursday, September 16.** Your registration form must be post-marked on or before September 16 to be eligible for the early registration fee. **Thursday, September 16, is the deadline to make your hotel reservation at The Shores Hotel.**

## SAFETY PRECAUTIONS

FACC will be following current CDC and hotel recommendations and guidelines. All attendees will be asked to comply with the CDC and hotel guidelines. Your patience and understanding are appreciated. If you do not feel that you can adhere to these conditions, please do not register for the event.

## CMC CERTIFICATION PURPOSE

The CMC Academy is an intensive program of continuing professional education for municipal clerks and deputy clerks. The purpose of the CMC Fall Academy is to provide the core classes considered essential for clerks to fulfill their day-to-day responsibilities, as well as to enhance leadership and administrative skills, update practical knowledge of clerks in a time of constant change and provide a bridge between the latest academic theories and realities of current policies and practices. With increased municipal responsibilities, there is a great need for professional education to assist the municipal clerk in acquiring new skills and knowledge, while strengthening those already in use.

## WHAT IS THE CMC CERTIFICATION?

A CMC (Certified Municipal Clerk) certification is a special designation granted by the IIMC to clerks who have completed 120 hours of attendance at a recognized academy and/or fulfilled other educational or non-educational requirements. Addition-

ally, a CMC candidate must have been a member of IIMC for a minimum of two years. To be recognized by the IIMC, the academy must provide instruction in public administration and personal development. Therefore, not all sessions presented will be applicable to every clerk's unique position, however, these sessions are required to achieve a satisfactory completion of the IIMC certification training.

### **FALL ACADEMY CMC EDUCATIONAL TRACKS (FIRST, SECOND AND THIRD YEAR)**

For new clerks and those who have never attended a Fall Academy, FACC strongly recommends registering for the first-year track to ensure you receive education in the most critical, core aspects of the clerks' duties and responsibilities. Because it takes an average of three years to complete the 120 educational hours required by IIMC for the CMC certification, most clerks who begin the first-year track will then be able to go through the following year's Fall Academies (second- and third- year tracks) as a cohesive group, with a class president and a class project and then be honored at the end of the third year with a Recognition Ceremony for those who will be earning their CMC designation. Be sure to attend the First-Time Attendees' MANDATORY Orientation and Education Basics session at 7:30 a.m. on Monday, October 18.

The Second/Third-Year Fall Academy tracks offer increasingly complex classes in the core duties and responsibilities of the municipal clerk, while also including additional personal development classes. The CMC program is designed to be progressive in nature, and courses focus more on public administration topics in the odd years (i.e., 2021) and leadership/management courses in the even years (i.e., 2022).

**If you have any questions regarding which CMC track (First Year or Second/Third Year) you should attend, please contact Amy Brewer, Education Coordinator, Florida Institute of Government, at [abrewer@fsu.edu](mailto:abrewer@fsu.edu) or 850.487.1870.**

### **WHAT IS THE MMC CERTIFICATION?**

The MMC (Master Municipal Clerk) certification is the more advanced IIMC educational program for those clerks who have already earned their CMC designation and wish to continue their professional growth and development. Designed to offer advanced training and education in leadership, management and interpersonal subject areas, the purpose of the MMC certification program is to prepare participants to perform higher level (and more complex) municipal duties. The MMC program honors and salutes continued high-level achievement. A CMC designation is a prerequisite for this program.



# Registration

Registration fees must accompany all registration forms. To qualify for the advanced registration fee, registration forms must be postmarked on/or before September 16, 2021. Registration forms postmarked after September 16, 2021, will be processed at the specified regular fee. **All registration forms must be received by October 11, 2021. If you are unable to meet this deadline, please register on-site.**

## REGISTRATION FEES

	Advanced Fee Before/On 09/16/2021	Regular Fee After 09/16/2021
<b>Pre-Academy Workshop: Athenian Dialogue</b> <small>This is a separate registration fee from the Fall Academy registration. This workshop is limited to a maximum of 30 participants on a first-come, first-served basis.</small>	\$100.00	\$115.00
<b>First-Year Basic – FACC Member</b>	\$400.00	\$450.00
<b>First-Year Basic – FACC Associate Member</b>	\$425.00	\$475.00
<b>First-Year Basic – Nonmember</b>	\$475.00	\$525.00
<b>Second-Year Basic – FACC Member</b>	\$400.00	\$450.00
<b>Second-Year Basic – FACC Associate Member</b>	\$425.00	\$475.00
<b>Second-Year Basic – Nonmember</b>	\$475.00	\$525.00
<b>Third-Year Basic – FACC Member</b>	\$400.00	\$450.00
<b>Third-Year Basic – FACC Associate Member</b>	\$425.00	\$475.00
<b>Third-Year Basic – Nonmember</b>	\$475.00	\$525.00
<b>Advanced – FACC Member</b>	\$375.00	\$425.00
<b>Advanced – FACC Associate Member</b>	\$400.00	\$450.00
<b>Advanced – Nonmember</b>	\$450.00	\$500.00

## Advance Registration

All participants are encouraged to register in advance to avoid delays at the registration desk. Please complete and return the registration form, along with payment, to FACC, P.O. Box 1757, Tallahassee, FL 32302. Make your check payable to FACC. We cannot accept purchase orders. Mastercard, Visa and American Express are accepted for online registration only. Registration forms will not be processed without payment in full.

## Online Registration

Registration is available online at [floridaclerks.org](http://floridaclerks.org). You will need a username and password. If you have never registered for an FACC event online, please contact Rachel Embleton at 850.222.9684 or [rembleton@flcities.com](mailto:rembleton@flcities.com) for your credentials.

You can pay online with your Mastercard, Visa or American Express, or you can mail your registration form and fee by check to FACC, P.O. Box 1757, Tallahassee, FL 32302. **You are not considered registered until your payment is received and processed, and you will not receive housing information until registration is paid.**

## Deadlines

<b>Hotel Cutoff</b>	<b>September 16, 2021</b>
<b>Early Registration Ends</b>	<b>September 16, 2021</b>
<b>Cancellation Requests</b>	<b>September 24, 2021</b>
<b>Registration Cutoff</b>	<b>October 11, 2021</b>

## Refunds

Cancellations must be in writing and either faxed to 850.222.3806, emailed to [facc@flcities.com](mailto:facc@flcities.com) or mailed to FACC, P.O. Box 1757, Tallahassee, FL 32302. Substitutions may be made at any time with advance notification. **All cancellations received by 5:00 p.m. Friday, September 24, 2021, will be entitled to a refund less a \$25 administration fee.**

Prepaid registrants not canceled by this date will be included in the advance registration guarantee required by the hotel and are not eligible for a refund unless you cancel for issues related to COVID-19 (for example: you test positive or have been in close contact with someone who tested positive). You are required to cancel in writing in order to be eligible to a refund less a \$25 administration fee. If the in-person event is canceled by the FACC due to concerns regarding COVID-19, all registration fees will be refunded in full.

## Registration Desk Schedule

<b>Sunday, October 17</b>	<b>3:00 p.m. - 5:00 p.m.</b>
<b>Monday, October 18</b>	<b>7:00 a.m. - 5:30 p.m.</b>
<b>Tuesday, October 19</b>	<b>7:00 a.m. - 5:30 p.m.</b>
<b>Wednesday, October 20</b>	<b>7:00 a.m. - 5:30 p.m.</b>
<b>Thursday, October 21</b>	<b>7:00 a.m. - 5:30 p.m.</b>

## Event Attire

Attire for this event is business casual. Meeting rooms are often cool, so you may wish to bring a sweater.

## Hotel Information

To protect our room block for registrants, it is our policy that housing information is released only upon payment of registration. Once your registration is paid, you will receive housing information via email. **Please note the cutoff date to make hotel reservations is September 16, 2021. However, the room block may be filled before that date, so make your reservations as soon as possible.** It is important that you register for the Academy early so that you have plenty of time to make your reservations.

**Note: If you make your hotel reservation outside of our room block, your room is not protected, and if the hotel becomes full, the hotel could possibly move you to a different hotel.**

The Shores Hotel will serve as the host hotel. The room rate is \$129 per night plus tax. The Shores offers self-parking at no cost; valet parking is \$23 per night. Resort check-in is 4:00 p.m. Check-out time is 11:00 a.m. If you are interested in a late checkout, please make arrangements directly with the hotel.

## Breast Cancer Awareness Month



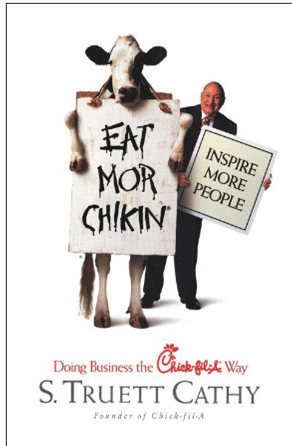
In honor of Breast Cancer Awareness Month, FACC encourages attendees to wear pink on Tuesday, October 19. Dress in the most extreme amount of pink clothes and accessories you have and participate in the Pink to the Extreme Contest.

# PRE-ACADEMY WORKSHOP: ATHENIAN DIALOGUE\*

## Sunday | October 17

### Eat Mor Chikin – Inspire More People Doing Business the Chick-fil-A Way

9:00 a.m. - 4:30 p.m.



This Athenian Dialogue provides an outline of the journey of Chick-fil-A Founder S. Truett Cathy and the trials and tribulations of life that led him to achieve success while making a difference in the lives of his employees and customers. Growing up during the Great Depression and living in the nation's first government-subsidized housing project, Truett learned the principles of hard work, fairness, honesty, loyalty,

and respect. Those led him to create a fast-food motif in 1967, sell the first boneless breast chicken sandwich and be the first fast-food restaurant to operate in a shopping mall.

“Eat Mor Chikin: Inspire More People: Doing Business the Chick-fil-A Way” stresses the value of people and principles, gaining loyalty and trust in your employees and making a difference through actions and commitment, all of which are important lessons for the role of a municipal clerk. The principles shared by S. Truett Cathy and the lessons expressed by the testimoni-

als in the book provide important examples of how municipal clerks can play a role in improving the relationship of trust and teamwork between local government and its citizens.

***Presented by: Camilla G. Pitman, MMC, City Clerk, Certified Professional Legal Secretary, City of Greenville, SC***

***\*This Athenian Dialogue has been pre-approved for three IIMC, CMC or MMC education points with the satisfactory, timely completion of a learning assessment. All participants must have completed the book in its entirety as a prerequisite for dialogue attendance.***

\$100 plus purchase of book; lunch is on your own.

Athenian Leadership Society Dialogues are limited to a minimum of 10 participants and a maximum of 30 participants per session on a first-come, first-served basis. **Participants are required to purchase and read the book prior to the session.** Due to the pre-work involved (reading the book), on-site registrations are not allowed. “Eat Mor Chikin: Inspire More People: Doing Business the Chick-fil-A Way” is available through Amazon; support the IIMC Foundation by selecting IIMC Foundation when you click on *smile.amazon.com*. Amazon will donate a portion of the purchase price to IIMC Foundation to support continuing education for municipal clerks.

## FIRST YEAR PROGRAM

### MONDAY - THURSDAY | October 18-21

#### MONDAY, OCTOBER 18

##### First-Time Attendees' MANDATORY Orientation and Education Basics

7:30 a.m. - 8:00 a.m.

This is an informal session for new attendees to meet your FACC Board, as well as the FACC Executive Director, FACC staff and staff from the Florida Institute of Government. Please join us for this brief but informative session to learn how your association can assist you in your professional goals and challenges, while also letting us get to know you.

***Presented by: Board Members, IOG Staff and FACC Staff***

##### Structure and Function of Local Government in Florida

8:00 a.m. - 12:00 p.m.

A historical overview of the creation, powers, structures and functions of all of Florida's local governments. Detailed information will be given on municipal government, including governance forms, services and challenges faced by cities, towns and villages across the Sunshine State. Attendees will also gain an appreciation of the intergovernmental dynamics within Florida.

***Presented by: Lynn Tipton, Director, FLC University, Florida League of Cities***

## **Election Basics**

**1:30 p.m. - 5:30 p.m.**

Does the thought of your first (or even second) election send chills down your spine? Worried about messing something up? Don't worry. We've got your back! This session is intended to introduce clerks to the fundamentals of running a successful election. The first part of this session covers the roles and responsibilities of the clerk, types of elections, absentee and early voting, management of poll workers and polling locations, what goes into a candidate package, advertising, qualifying process, an introduction to campaign financing, the role of the canvassing board, determining election results and where to direct various complaints. (Oh, you will get them!) The panel will also provide a generic checklist of election activities that each clerk can take back and tailor to their respective municipalities. The second part of this session will be highly interactive and will include individual questions submitted to the panel prior to and during the session. So that everyone's comfortable, questions may be submitted anonymously; so, feel free to ask away or share your own experiences!

**Presented by: Russell C. Muñiz, MPA, MMC, Assistant Town Manager/Town Clerk, Town of Southwest Ranches and Susan A. Owens, MPA, MMC, Village Clerk, Human Resources Administrator, Procurement Administrator and Emergency Management Coordinator, Village of Indian-town, and Patricia Snider, CMC, City Clerk, City of Palm Beach Gardens**

## **TUESDAY, OCTOBER 19**

**Wear pink today in honor of Breast Cancer Awareness Month.**

### **Records Management**

**8:00 a.m. - 12:00 p.m.**

This session will provide municipal clerks with an overview of the laws and regulations regarding the identification, maintenance, access and retention of public records for both state and local agencies. Topics include public records law requirements, records retention and disposition requirements, public records access requirements, electronic records and vital records and disaster preparedness.

**Presented by: Stephanie Boggs, Government Operations Consultant, Division of Library and Information Services, Florida Department of State**

### **Recognition Luncheon**

**12:00 p.m. - 1:30 p.m.**

## **The Municipal Clerk 101: A Professional Toolbox**

**1:30 p.m. - 5:30 p.m.**

This session will introduce you to the day-to-day duties that you will need to understand and be able to successfully implement in your first year as a municipal clerk. We will discuss the basics of Florida notary law, basic ordinances and resolutions (including the difference and when to use them), legal advertising and public notices, the statutory requirements for minutes and a basic introduction to the do's and don'ts of public records requests including contractor responsibilities. This session will be a dynamic one with plenty of time for questions and answers and an open discussion of topics with which you need help.

**Presented by: Patricia J. Burke, MPA, MMC, Town Clerk, Town of Palm Shores and Julie A. Hennessy, MMC, City Clerk, City of DeLand**

## **WEDNESDAY, OCTOBER 20**

### **Joint Session – Municipal Clerks Tales 2021: Best Practices and Lessons Learned from Seasoned Clerks**

**8:00 a.m. - 12:00 p.m.**

Led by seasoned clerks, this panel presentation will include real-world stories on topics that municipal clerks face daily; panelists will share lessons learned. This session will also include a robust opportunity for Q&A. This highly interactive session will provide an opportunity to learn from FACC's most experienced "frequent flyers" in addition to your colleagues' experiences. You will walk away with valuable tips, tricks, processes and "what not to do" on topics including public records, advisory boards, records management, candidates, notary services and promotion of the Clerks' office with elected officials, boards and the public. If you have questions you would like to see addressed during this session, please email Lori Stelzer at [lstelzer@venicefl.gov](mailto:lstelzer@venicefl.gov) by Monday, September 27, 2021.

**Presented by: Patricia J. Burke, MPA, MMC, Town Clerk, Town of Palm Shores; Julie A. Hennessy, MMC, City Clerk, City of DeLand; Stacey Johnston, MMC, City Clerk, City of Holmes Beach; Kelly Koos, MMC, City Clerk, City of Lakeland; Lisa Morris, CMC, Deputy City Clerk, City of Brooksville; and Lori Stelzer, MMC, City Clerk, City of Venice**

### **The Municipal Clerk 102: A Professional Toolbox**

**1:30 p.m. - 5:30 p.m.**

This session will be a continuation of Tuesday's session (Municipal Clerks 101) on the duties and responsibilities of the municipal clerk and will include additional information on many topics. This will be another very dynamic session

with plenty of time for questions and answers and an open discussion of topics that you need help with.

**Presented by: Patricia J. Burke, MPA, MMC, Town Clerk, Town of Palm Shores and Julie A. Hennessy, MMC, City Clerk, City of DeLand**

## THURSDAY, OCTOBER 21

### **Taking Flight with DISC: Building Relationships**

**8:00 a.m. - 12:00 p.m.**

This session is a high-energy training experience where individuals learn about themselves and others. By linking the DISC styles to four birds, the Taking Flight with DISC program breathes new life into the tried – and – true DISC model. With this new knowledge, employees more effectively recognize and manage their challenges and produce better results. Self-aware employees work better with their colleagues and promote teamwork at every level of the organization. This session includes an introduction to the four styles, engaging

activities to see the styles in action, information on linking the four styles to core skills needed by all employees, exercises to develop people-reading skills and action planning.

**Presented by: Denise Wilson, President, Denise Wilson Consulting & Certified DISC Instructor**

### **Ethics in the Workplace**

**1:30 p.m. - 5:30 p.m.**

As public employees, you and your staff face situations in which your personal and professional ethics are tested every day. The ethical dilemmas facing you or your department vary in degree of intensity. No matter the dilemma, every time you and your staff make a decision in these situations, an ethical or unethical pattern of decision-making is established. This workshop will provide “ethical muscle,” enabling you to consistently choose the ethical solution to the situations facing you.

**Presented by: Shwanda T. Barnette, JD, Membership Relations Ambassador, Florida League of Cities**

## SECOND/THIRD YEAR PROGRAM MONDAY - THURSDAY | October 18-21

## MONDAY, OCTOBER 18

### **Effective Business Writing**

**8:00 a.m. - 12:00 p.m.**

It is not just in professional face-to-face interactions that we must get it right the first time; the same can be said in written correspondence, especially when you are submitting a proposal, an agenda, an executive summary or an email. Your communication has the power to establish rapport, clarify work intent and solve problems. Whether you need a business writing refresher or a solid introductory course, this session will sharpen your knowledge and skills on current best practices of effective business writing.

**Presented by: Anne Schroeder, President, Schroeder Management Consultants**

### **Local Government Budgeting in Florida**

**1:30 p.m. - 5:30 p.m.**

This session is intended for municipal clerks at all stages of their careers. Attention will be given to terms and tools that are helpful for municipal clerks to more fully understand the purpose of a budget, the budget process, fund types used in

public budgets, key revenues, types of budget formats and important financial policies to facilitate strategic budgeting.

**Presented by: Robert E. Lee, Ph.D., MPA Program Coordinator and Associate Professor at Florida Gulf Coast University and Executive Director of the Center for Florida Local Government Excellence at the Florida Institute of Government**

## TUESDAY, OCTOBER 19

**Wear pink today in honor of Breast Cancer Awareness Month.**

### **Dealing with Difficult People**

**8:00 a.m. - 12:00 p.m.**

While most municipal clerks truly love helping their customers and team members, some days (and some people) can be especially challenging. This session will help you identify and understand “difficult” people – who come in many different forms and situations. You will also learn the difference between dealing with customers and dealing with internal team members, including practical tools and techniques to assist you in providing productive



and smart relationship-building solutions. Whether it be customers, co-workers or colleagues, in order to succeed in local government, you have to manage relationships harmoniously, even with difficult people!

***Presented by: David Alba, Facilitator and Trainer, Trainnovations***

### **Recognition Luncheon**

**12:00 p.m. - 1:30 p.m.**

### **Parliamentary Procedure**

**1:30 p.m. - 5:30 p.m.**

Parliamentary procedure, or parliamentary law, refers to the rules for a meeting, that is, the agreed-upon rules a group of people use when they come together, present and discuss choices and make decisions. This presentation will familiarize participants with the fundamental principles of parliamentary law and how implementing certain parliamentary procedures can streamline meetings, make them more efficient and productive and make good use of everyone's time. Good parliamentary procedure establishes rules of procedure. While many people may regret or voice disagreement with a decision after it is made, the outcome will be acceptable if the decision is based upon generally accepted rules that have been agreed upon and used to reach the decision.

***Presented by: Mark Moriarty, Attorney at Law***

## **WEDNESDAY, OCTOBER 20**

### **Joint Session – Municipal Clerks Tales 2021: Best Practices and Lessons Learned from Seasoned Clerks**

**8:00 a.m. – 12:00 p.m.**

Led by seasoned clerks, this panel presentation will include real-world stories on topics that municipal clerks face daily; panelists will share lessons learned. This session will also include a robust opportunity for Q&A. This highly interactive session will provide an opportunity to learn from FACC's most experienced "frequent flyers" in addition to your colleagues' experiences. You will walk away with valuable tips, tricks, processes and "what not to do" on topics including public records, advisory boards, records management, candidates, notary services and promotion of the clerks' office with elected officials, boards and the public. If you have questions you would like to see addressed during this session, please email Lori Stelzer at [lstelzer@venicefl.gov](mailto:lstelzer@venicefl.gov) by Monday, September 27, 2021.

***Presented by: Patricia J. Burke, MPA, MMC, Town Clerk, Town of Palm Shores; Julie A. Hennessy, MMC, City Clerk, City of DeLand; Stacey Johnston, MMC, City Clerk, City of Holmes Beach; Kelly Koos, MMC, City Clerk, City of Lake-***

***land; Lisa Morris, CMC, Deputy City Clerk, City of Brooksville and Lori Stelzer, MMC, City Clerk, City of Venice***

### **Florida's Ethics, Sunshine & Public Records Laws**

**1:30 p.m. - 5:30 p.m.**

In any municipal hall you will hear these terms daily: records requests, gift laws, archives, voting conflicts, public notices ... but what are the laws around each one? This workshop covers Florida's unique and detailed open meetings and open records laws, collectively known as the Sunshine Law, and will also cover Florida's ethics law. Many clerks and clerk office staff are responsible for reporting related to these laws, answering the public's questions about these laws and answering related questions. This class will address both law and application, as well as provide many examples; be sure to bring your questions!

***Presented by: Jay Daigneault, Esq. and Randy Mora, Esq., Trask Daigneault Law Firm***

## **THURSDAY, OCTOBER 21**

### **Wandering the Digital Wilderness: Municipal Electronic Records and Public Records Management**

**8:00 a.m. - 12:00 p.m.**

This session explores the reality of properly managing public records in electronic form, including the challenges and responsibilities of municipal clerks across the state. Topics for discussion include Florida's public records laws, digital formats, electronic content management systems and municipal records programs.

***Presented by: Matt Daugherty, CRM, Executive Vice President, SML, Inc.***

### **Mastering the Media**

**1:30 p.m. - 5:30 p.m.**

Communication builds community, and the less people know, the more they YELL. Municipal clerks will learn key skills to become adept at "telling the story" of their local government's challenges and triumphs in any forum – whether a televised meeting or a reporter's unexpected phone call (or visit)! Savvy skills to turn the conversation in your favor and to build awareness and consensus are what you will learn in "Mastering the Media." This highly interactive, high-energy workshop will empower participants to use any medium to their advantage and to bring back a positive approach with practical application to their respective municipalities.

***Presented by: Brenda J. Viola, President, ME Seminars***

### MONDAY, OCTOBER 18

#### **Ethics & the Art of Ethical Decision-Making**

**8:00 a.m. - 12:00 p.m.**

Clerks frequently encounter and must deal with on-the-job ethical issues. This course will help participants learn how to recognize ethical dilemmas and know why they occur. In addition, they will increase their awareness of the role their own ethical character plays in their decision-making process, as well as the influence of the ethical character of others. Participants also will learn tools to analyze the ethical problems they encounter at work to determine an ethical resolution to these dilemmas.

**Presented by: Dena Hurst, The John Scott Dailey Florida Institute of Government, Florida State University**

#### **Professional Public Speaking**

**1:30 p.m. - 5:30 p.m.**

This session provides guidance for presenting projects to internal stakeholders, community leaders and other outside constituencies in a professional manner. The session will cover presentation tips and techniques along with professional appearance, voice and hand and body language. While this session won't guarantee a speaking gig on the national circuit, it will help you understand how to get comfortable speaking at public meetings and making presentations. (Please note, this is not a session teaching PowerPoint or any technical aspects of a presentation software.)

**Presented by: Trina Pulliam, President and Myra Quinn, M.ED., MPEC, Trainnovations**

### TUESDAY, OCTOBER 19

**Wear pink today in honor of Breast Cancer Awareness Month.**

#### **Succession Planning: Growing the Next Generation**

**8:00 a.m. - 12:00 p.m.**

Most people understand that the baby boomer generation has begun to reach retirement age, and this trend will continue to happen for the next decade and beyond in astounding numbers. As a result, succession planning has become a major issue. This panel presentation will include comprehensive and practical approaches ranging from what the

marketplace is seeking in candidates and how organizations have established formal succession planning programs, as well as real-life stories from a former city manager and one of his mentees. You will learn how to prepare the next generation by spotting and nurturing emerging talent while also developing a framework that effectively and systematically prepares the next generation to step up with confidence.

**Presented by: Doug Thomas, Senior Vice President, Strategic Government Resources and Former Lakeland City Manager; Robert Green, Former Auburndale City Manager and FCCMA President; Jeff Tillman, City Manager, City of Auburndale and Sally Sherman, Assistant County Administrator, Pasco County Board of County Commissioners**

#### **Recognition Luncheon**

**12:00 p.m. - 1:30 p.m.**

#### **Leading with Influence (Not Authority)**

**1:30 p.m. - 5:30 p.m.**

Leadership is influence, and you don't need a title to influence people. If you are looking to improve your ability to influence people in situations when you don't have formal authority, this session is for you.

You will learn about effective ways to build, develop and sustain positive personal power. Additionally, we will explore influence tactics that enable you to be more persuasive and influential when working with superiors, peers and even team members.

**Presented by: Denise Wilson, Denise Wilson Consulting**

### WEDNESDAY, OCTOBER 20

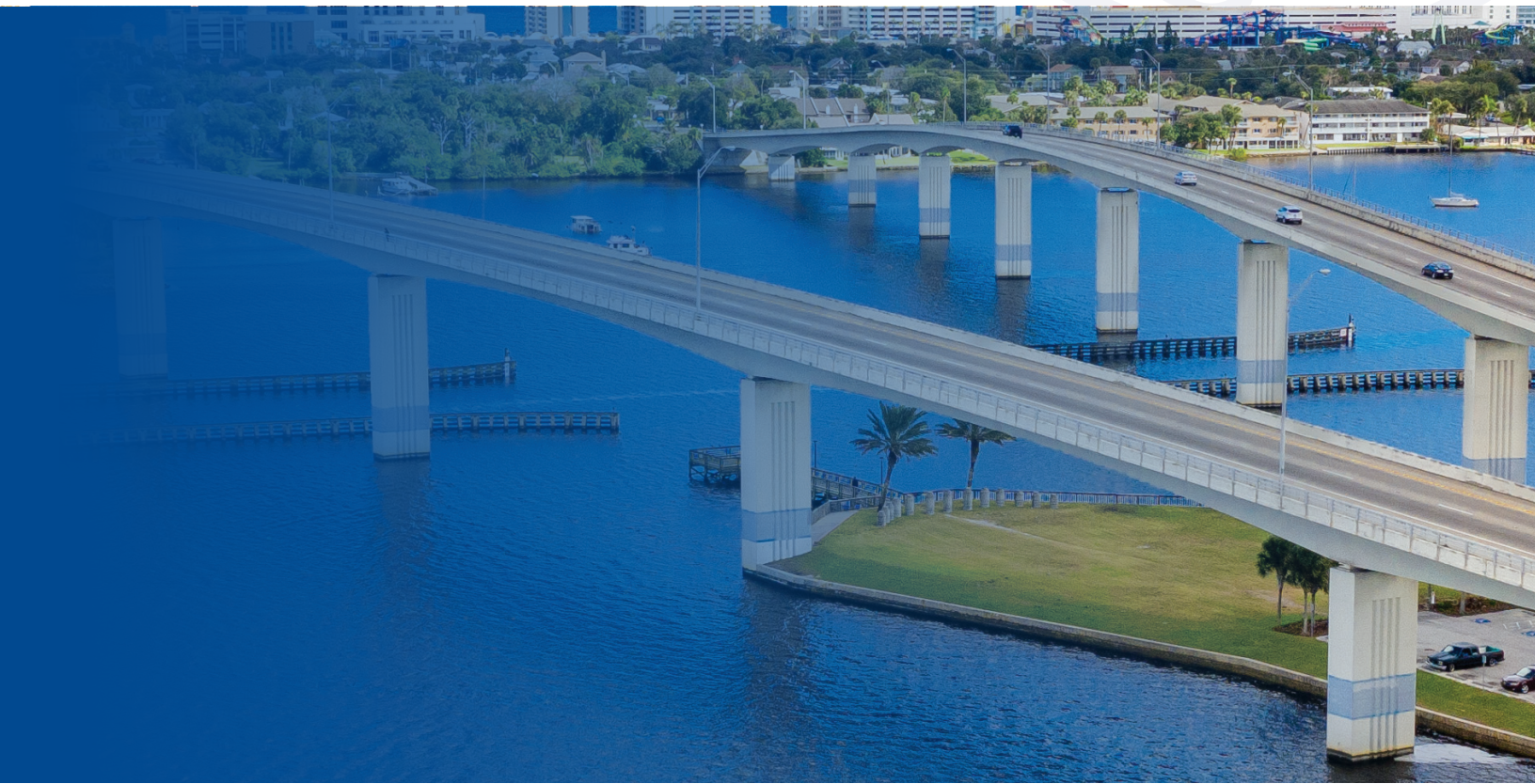
#### **Joint Session – Municipal Clerks Tales 2021: Best Practices and Lessons Learned from Seasoned Clerks**

**8:00 a.m. – 12:00 p.m.**

Led by seasoned clerks, this panel presentation will include real-world stories on topics that municipal clerks face daily; panelists will share lessons learned. This session will also include a robust opportunity for Q&A. This highly interactive session will provide an opportunity to learn from FACC's most experienced "frequent flyers" in addition to your colleagues' experiences. You will walk away with valuable tips,

tricks, processes and “what not to do” on topics including public records, advisory boards, records management, candidates, notary services and promotion of the Clerks’ office with elected officials, boards and the public. If you have questions you would like to see addressed during this session, please email Lori Stelzer at [lstelzer@venicefl.gov](mailto:lstelzer@venicefl.gov) by Monday, September 27, 2021.

**Presented by: Patricia J. Burke, MPA, MMC, Town Clerk, Town of Palm Shores; Julie A. Hennessy, MMC, City Clerk, City of DeLand; Stacey Johnston, MMC, City Clerk, City of Holmes Beach; Kelly Koos, MMC, City Clerk, City of Lakeland; Lisa Morris, CMC, Deputy City Clerk, City of Brooksville and Lori Stelzer, MMC, City Clerk, City of Venice**



The Board of Directors of the Florida Association of City Clerks – along with its partners, the membership, the John Scott Dailey Florida Institute of Government and the Florida League of Cities – is committed to meeting the ever-changing educational needs of municipal clerks. FACC is dedicated to providing enhanced and catered educational opportunities. This 2021 Fall Academy Program is designed to be academically advanced, with the ability to offer the maximum points for the CMC and MMC designations. We hope you agree, and we thank you for the opportunity to serve you!





# FACC 2021 FALL ACADEMY REGISTRATION FORM

OCTOBER 17-21, 2021 • THE SHORES HOTEL • DAYTONA BEACH SHORES

Complete registration form and email to [facc@flcities.com](mailto:facc@flcities.com), fax to 850.222.3806 or mail to FACC, P.O. Box 1757, Tallahassee, FL 32302-1757. Or you may register online at [floridaclerks.org](http://floridaclerks.org). We accept Visa, Mastercard, American Express or checks as payment for registration fees. Make checks payable to FACC.

**Before registering, be sure you are signing up for the correct education track. Do you have questions? Contact Education Coordinator Amy Brewer at [abrewer@fsu.edu](mailto:abrewer@fsu.edu) or 850.487.1870.**

Registration includes continental breakfast and refreshment breaks Monday through Thursday and Tuesday's Recognition Luncheon.

If you are physically challenged and require special services, or if you have special dietary needs, please attach a written description to your advance registration form. For more information, contact Rachel Embleton with FACC at 850.222.9684 or [rembleton@flcities.com](mailto:rembleton@flcities.com).

## One Registrant Per Form • Please use additional registration forms as needed.

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_  
(As you wish it to appear on your badge)

Title: \_\_\_\_\_ Affiliation: \_\_\_\_\_  
(Name of Municipality/Company)

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

FACC District: \_\_\_\_\_ Email: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Current Certification:  MMC  CMC  None (see next question)

If you do not have a current CMC designation, please note which year of the basic program you will be attending:

1<sup>st</sup> Year  2<sup>nd</sup> Year  3<sup>rd</sup> Year

### Please choose the appropriate education track and membership status.

	Advanced Fee Before/On 09/16/2021	Regular Fee After 09/16/2021	Fee Paid
<b>Pre-Academy Workshop: Athenian Dialogue</b> This is a separate registration fee from the Fall Academy registration. This workshop is limited to a maximum of 30 participants on a first-come, first-served basis.	\$100.00	\$115.00	
<b>First-Year Basic - FACC Member</b>	\$400.00	\$450.00	
<b>First-Year Basic - FACC Associate Member</b>	\$425.00	\$475.00	
<b>First-Year Basic - Nonmember</b>	\$475.00	\$525.00	
<b>Second-Year Basic - FACC Member</b>	\$400.00	\$450.00	
<b>Second-Year Basic - FACC Associate Member</b>	\$425.00	\$475.00	
<b>Second-Year Basic - Nonmember</b>	\$475.00	\$525.00	
<b>Third-Year Basic - FACC Member</b>	\$400.00	\$450.00	
<b>Third-Year Basic - FACC Associate Member</b>	\$425.00	\$475.00	
<b>Third-Year Basic - Nonmember</b>	\$475.00	\$525.00	
<b>Advanced - FACC Member</b>	\$375.00	\$425.00	
<b>Advanced - FACC Associate Member</b>	\$400.00	\$450.00	
<b>Advanced - Nonmember</b>	\$450.00	\$500.00	

### Payment Information

Method of Payment:  Check (payable to FACC)

Total Enclosed: \$ \_\_\_\_\_

Visa, MasterCard and American Express accepted via online registration only.



# FACC 2021 FALL ACADEMY INDIVIDUAL DAY TICKETS

OCTOBER 17-21, 2021 • THE SHORES HOTEL • DAYTONA BEACH SHORES

**Please Print**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Municipality (City, Town, Village of): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Check box(es) below:**

	1-3 Year Membership	Advanced Membership	Nonmember
<b>Monday, October 18</b> Ticket includes continental breakfast, education sessions and refreshment breaks.	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175	<input type="checkbox"/> \$200
<b>Tuesday, October 19</b> Ticket includes continental breakfast, education sessions, recognition luncheon and refreshment breaks.	<input type="checkbox"/> \$225	<input type="checkbox"/> \$225	<input type="checkbox"/> \$250
<b>Wednesday, October 20</b> Ticket includes continental breakfast and a half day of education session for advanced members and a full day of education sessions for first-year, second-year and third-year attendees and refreshment breaks.	<input type="checkbox"/> \$175	<input type="checkbox"/> \$125	<input type="checkbox"/> \$200 (1-3 yr) <input type="checkbox"/> \$150 (Adv)
<b>Thursday, October 21</b> Ticket includes continental breakfast, refreshment breaks and full day of education sessions for first-year, second-year and third-year attendees.	<input type="checkbox"/> \$175	-----	<input type="checkbox"/> \$200 (1-3 yr)

Total \$ \_\_\_\_\_

**Accepted Methods of Payment:**

- Visa, Mastercard and American Express accepted via online registration only.
- Check (Payable to FACC)

**Mail to:**

FACC  
 P.O. Box 1757  
 Tallahassee, FL 32302-1757

**Fax to:**

850.222.3806