

WEDNESDAY, APRIL 3

8:00 am	Registration Opens – Breakfast on your own
9:00 am – 9:30 am	Annual Conference Opening Ceremonies
9:30 am – 10:00 am	BREAK WITH EXHIBITORS
10:00 am – 12:00 pm	<p>AWAKEN YOUR POTENTIAL</p> <p>Speaker: Albert Mensah Moderator: Stephanie Smith, CCAC President & City Clerk of Murrieta</p> <p><u>Description:</u> To get more out of life and achieve our highest potential each of us must create a personal vision and purpose, and be able to recognize and overcome obstacles as they get in our way. This session will provide tangible, step-by-step ways to create the necessary mental framework to thrive in today’s constantly changing—and often frustrating—world, and will reveal creative problem solving tools and techniques. Upon completion, you will have received a strong skill set to become the person, both professionally and personally, you want to become, and to take charge and transform your life from the inside out. Designed to kick off the Conference with a bang!</p>
12:00 pm – 1:30 pm	IIMC REGION IX LUNCHEON – included with your conference registration
1:30 pm – 5:00 pm	<p>SEEING THE GOOD IN GOVERNMENT</p> <p>Speaker: Frank Oviedo, Assistant City Manager of Santa Clarita Moderator: TBD</p> <p><u>Description:</u> Work in the City Clerk’s office is driven by deadlines - ensuring compliance with the Public Records Act, Public Reform Act, and the Brown Act, and oversight of the democratic processes. While roles and division of responsibilities may vary in city to city, each office has a shared responsibility in acting as the liaison between members of the public and members of the City Council. How that is accomplished is both an art and a science. This session will provide motivational reminders on why you’ve entered local government and why what Clerks do on a daily basis is paramount to our government operations.</p>
3:00 pm – 3:30 pm	BREAK WITH EXHIBITORS

Get in touch with
your inner Poirot!

ALL CONFERENCE EVENT

Wednesday April 3, 2019

6:00 pm – 9:00 pm

The Dinner Detective Murder Mystery Dinner Theatre

*Solve a crime with your clerk colleagues
while you feast on a fantastic meal!*

\$65 pp



THURSDAY, APRIL 4



6:00 am	Pat Hammers Walk/Run – Start your day out right!
7:00 am – 8:00 am	Breakfast on Your Own
<p>CONCURRENT SESSIONS 8:00 am – 10:00 am</p>	<p><u>TRACK A: LEADERSHIP</u></p> <p>BRINGING CUTTING EDGE TALENT STRATEGIES TO YOUR ORGANIZATION</p> <p>Speakers: Dominic Lazzaretto, City Manager of Arcadia Rob Houston, City Manager of Fountain Valley Maggie Le, Assistant to the City Manager of Fountain Valley</p> <p>Moderator: TBD</p> <p><u>Description:</u> Employees are our most important, most expensive, and most transitory asset. No City Clerk’s office could exist without them. Knowing this, Cal-ICMA launched the Talent Initiative in 2015, looking for ways to better attract, retain, and grow talent in all areas of local government. Based on survey and focus group data collected from hundreds of city managers, human resources professionals, and emerging professionals statewide, this interactive session will explore recommendations from the Cal-ICMA Talent Initiative Report. Great employees can choose where they go to work, and this session will help participants enhance their organization's Employee Value Proposition by offering key strategies for winning the war for talent!</p> <p><u>TRACK B: TECHNICAL</u></p> <p>BUDGET MAGIC</p> <p>Speaker: Randi Johl, MMC, City Clerk of Temecula</p> <p>Moderator: TBD</p> <p><u>Description:</u> Too often the City Clerk’s Office budget is an afterthought for finance planning, or limited to status quo carryover figures from previous years. This session will focus on the importance of project development, recognition of the value of City Clerk functions, understanding the basics of municipal finance, and best practices for creating realistic performance measures that demonstrate real correlation between the budget and the operations of the department.</p>
10:00 am – 10:30 am	BREAK WITH EXHIBITORS
<p>CONCURRENT SESSIONS 10:30 am - 12 noon</p>	<p><u>TRACK A: LEADERSHIP</u></p> <p>SELLING YOUR OWN MAGIC</p> <p>Speaker: Mary Lynne Stratta, MMC, City Secretary of Bryan, TX</p> <p>Moderator: TBD</p> <p><u>Description:</u> This session will discuss tips and methods for a city clerk to recognize and promote the city clerk as a true leader in their city organization and community by embracing and utilizing the power inherent in the position. Participants will discuss the basis of the five types of formal and personal power – referent, expert, legitimate, reward, coercive – and applicability to the clerk profession, as well as the relation between power and leadership styles.</p>

	<p><u>TRACK B: TECHNICAL</u></p> <p>SOCIAL MEDIA AND THE FIRST AMENDMENT</p> <p>Speakers: HongDao Nguyen, Attorney, Best, Best & Krieger Christine Wood, Attorney, Best, Best & Krieger</p> <p>Moderator: TBD</p> <p><u>Description:</u> Although it may not feel like it, public employees and elected officials still maintain their rights to privacy and free speech, but is there a bright line? Discussion will focus on how the First Amendment interacts with social media platforms, and how it applies to recent federal and state rulings in every day practice.</p>
12:00 pm – 1:30 pm	<p>RETIREES AND PAST PRESIDENTS LUNCH – included with your conference registration</p>
<p>CONCURRENT SESSIONS 1:30 pm – 5:00 pm</p>	<p><u>TRACK A: LEADERSHIP</u></p> <p>MIRROR, MIRROR ON THE WALL, MAKE ME THE MOST ENCHANTING ONE AT CITY HALL!</p> <p>Speaker: Stacey McLaughlin, President, Mountaintop Insight Consulting</p> <p>Moderator: TBD</p> <p><u>Description:</u> In our cities and organizations, we are constantly interacting and competing not only for dwindling resources, we’re competing for understanding around gender, race, ethnicity, political ideology, lifestyle, etc., While it is often easier to walk away, find excuses or construct imaginary barriers to understanding, when we fail to help or serve, we fail to nurture and generate the value of cooperation and compassion not just in ourselves but in others as well; both with those we know and those we don’t know. In this session we will create a learning opportunity that involves the personal and professional exploration of what public service actually means in today’s complex and interconnected world.</p> <p><u>TRACK B: TECHNOLOGY</u></p> <p>TRUSTED VS. TRUSTWORTHY SYSTEMS</p> <p>Speakers: Helen Streck, President and CEO, Kaizen Pilar McAdam, CRM</p> <p>Moderator: TBD</p> <p><u>Description:</u> The concept of the “Trusted System” as required by California State regulations, and how those requirements were changed to recommendations for municipalities in 2018 is critical in managing records. Knowing the system criteria to meet the State’s recommendations and recommended best practices and strategies that have been successfully implemented with municipal governments over the last few years will be shared in this course. The session will discuss the recommendations, what they mean to the municipal government, and determine the most practical approach to implementation. Finally, the session will address what types of governance should be developed to achieve the state of a “Trustworthy System.”</p>
3:00 pm – 3:30 pm	<p>BREAK WITH EXHIBITORS & RAFFLE</p>
6:30 pm – 7:30 pm	<p>PRESIDENT’S RECEPTION & SILENT AUCTION included with conference registration</p>
7:30 pm	<p>PRESIDENT’S DINNER BANQUET RSVP required, included with conference registration.</p>



FRIDAY, APRIL 5

7:00 am	Networking Breakfast – included with registration
8:00 am – 11:30 am	<p>BE PACKAGED FOR MAGICAL SUCCESS</p> <p>Speaker: Haydee Antazana, CSP Moderator: Patrice Olds, MMC, CCAC 1st Vice President & City Clerk of San Mateo</p> <p><u>Description:</u> Have you heard the saying, “You never get a second chance to make a good first impression?” You may be losing amazing career and life opportunities without even being aware of it. In today’s highly competitive and fast-paced world, it's crucial to know how to be “PACKAGED for SUCCESS”. In this session participants will learn how to enhance their credibility and influence others and escalate themselves to new success levels through increased visibility, improved professional presence and heightened self-awareness.</p>

Certification Points: 3.63 CMC Education or 3.63 MMC Advanced Education points for attendance to all sessions with completed learning assessment