

# 2019 CCAC ANNUAL CONFERENCE

## APRIL 2-5, 2019

### Optional Pre-Conference Education Tuesday, April 2

9 am – 4 pm

**CCAC ADVANCED ACADEMY – Brought to CCAC by Miller Consulting, California’s MMC Academy Institute Director**

**Fee: \$150**

**3 CMC Education or MMC Advanced Education Points**

**AUTHENTIC LIFE, AUTHENTIC LEADERSHIP**

**Speaker: Albert Mensa, CSP**

Description of workshop:

This six hour Academy session will focus on values-based leadership, including aligning our personal values with our goals, objectives, and leadership style. Too often we find ourselves in conflict with our jobs, our supervisors or our subordinates, without really understanding why. This exciting and interactive session will create opportunities for self-reflection on our values, what drives us to get out of bed in the morning, what we are passionate about, and will help align those values with our work as Municipal Clerks. Recognizing the Clerk is, at the core, a servant leader, this session will help focus the purpose of municipal service in order to connect that purpose with our core values, helping us to live a more Authentic Life.



**CONCURRENT**

**ATHENIAN DIALOGUES**

**Fee: \$150**

**3 CMC or MMC Education Points**

***Becoming by Michelle Obama***

**Facilitator: Randi Johl, MMC, Legislative Affairs Director/City Clerk, Temecula**

About the Book:

In a life filled with meaning and accomplishment, Michelle Obama has emerged as one of the most iconic and compelling women of our era. As First Lady of the United States of America – the first African American to serve in that role – she helped create the most welcoming and inclusive White House in history. With unerring honesty and lively wit, she describes her triumphs and her disappointments, both public and private, telling her full story as she has lived it – in her own words and on her own terms. Warm, wise, and revelatory, *Becoming* is the deeply personal reckoning of a woman of soul and substance who has steadily defied expectations – and whose story inspires us to do the same.

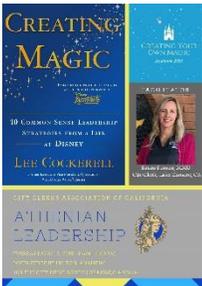
***Creating Magic by Lee Cockerell***

**Facilitator: Susan Domen, MMC, Interim City Clerk, Port Hueneme**

About the Book:

On his way up the career ladder to become Executive Vice President of Operations at Walt Disney World Resort, Cockerell freely admits he was such an autocratic young hotel and restaurant manager that he was hit over the head with a beer bottle by an employee he’d treated poorly. This and other incidents convinced Cockerell to study leadership, which he proceeded to do with gusto throughout his stellar career, ultimately creating the Disney Great Leaders strategies. The author’s engaging storytelling brings life and infectious energy to this entertaining and inspiring book, which outlines the processes and rationale behind Disney’s employee-driven ethos.

9 am – 4 pm



## WEDNESDAY, APRIL 3

8:00 am	<b>Registration Opens – Breakfast on your own</b>
9:00 am – 9:30 am	<b>Annual Conference Opening Ceremonies</b>
9:30 am – 10:00 am	<b>BREAK WITH EXHIBITORS</b>
10:00 am – 12:00 pm	<p><b>AWAKEN YOUR POTENTIAL</b></p> <p><b>Speaker: Albert Mensah</b> Moderator: Stephanie Smith, CCAC President &amp; City Clerk, 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	<b>IIMC REGION IX LUNCHEON – included with your conference registration</b>
1:30 pm – 5:00 pm	<p><b>SEEING THE GOOD IN GOVERNMENT</b></p> <p><b>Speaker: Frank Oviedo, Assistant City Manager, Santa Clarita</b> 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	<b>BREAK WITH EXHIBITORS</b>

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	<b>Pat Hammers Walk/Run – Start your day out right!</b>
7:00 am – 8:00 am	<b>Breakfast on Your Own</b>
<p><b>CONCURRENT SESSIONS</b> 8:00 am – 10:00 am</p>	<p><b><u>TRACK A: LEADERSHIP</u></b></p> <p><b>BRINGING CUTTING EDGE TALENT STRATEGIES TO YOUR ORGANIZATION</b></p> <p><b>Speakers:</b>    <b>Dominic Lazzaretto, City Manager, Arcadia</b>                           <b>Rob Houston, City Manager, Fountain Valley</b>                           <b>Maggie Le, Assistant to the City Manager, Fountain Valley</b></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><b><u>TRACK B: TECHNICAL</u></b></p> <p><b>BUDGET MAGIC – SHOW ME THE MONEY!</b></p> <p><b>Speakers:</b>    <b>Zack Beck, City Clerk, Escondido</b>                           <b>Randi Johl, MMC, Legislative Affairs Director/City Clerk, Temecula</b>                           <b>Anthony Mejia, MMC, City Clerk, Palm Springs</b></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. Asking for additional personnel and funding for technology is a challenge at best and a non-starter at worst. This session will focus on the importance of relationship building to get what you need, as well as project development, 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. If the strategy is formulated and executed properly, you will be shown the money.</p>
10:00 am – 10:30 am	<b>BREAK WITH EXHIBITORS</b>
<p><b>CONCURRENT SESSIONS</b> 10:30 am - 12 noon</p>	<p><b><u>TRACK A: LEADERSHIP</u></b></p> <p><b>SELLING YOUR OWN MAGIC</b></p> <p><b>Speaker:</b>    <b>Mary Lynne Stratta, MMC, City Secretary, Bryan, TX</b>  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><b><u>TRACK B: TECHNICAL</u></b></p> <p><b>SOCIAL MEDIA AND THE FIRST AMENDMENT</b></p> <p><b>Speakers:</b> HongDao Nguyen, Attorney, Best, Best &amp; Krieger Christine Wood, Attorney, Best, Best &amp; 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><b>RETIREES AND PAST PRESIDENTS LUNCH</b> – included with your conference registration</p>
<p><b>CONCURRENT SESSIONS</b> 1:30 pm – 5:00 pm</p>	<p><b><u>TRACK A: LEADERSHIP</u></b></p> <p><b>MIRROR, MIRROR ON THE WALL, MAKE ME THE MOST ENCHANTING ONE AT CITY HALL!</b></p> <p><b>Speaker:</b> 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><b><u>TRACK B: TECHNOLOGY</u></b></p> <p><b>TRUSTED VS. TRUSTWORTHY SYSTEMS</b></p> <p><b>Speakers:</b> 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><b>BREAK WITH EXHIBITORS &amp; RAFFLE</b></p>
6:30 pm – 7:30 pm	<p><b>PRESIDENT’S RECEPTION &amp; SILENT AUCTION</b> included with conference registration</p>
7:30 pm	<p><b>PRESIDENT’S DINNER BANQUET</b> RSVP required, included with conference registration.</p>



## FRIDAY, APRIL 5

7:00 am	<b>Networking Breakfast – included with registration</b>
8:00 am – 11:30 am	<p><b>BE PACKAGED FOR MAGICAL SUCCESS</b></p> <p><b>Speaker:</b> Haydee Antezana, CSP <b>Moderator:</b> Patrice Olds, MMC, CCAC 1<sup>st</sup> Vice President &amp; City Clerk, 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