



FACC 2025 FALL ACADEMY

Announcement

Florida Association of City Clerks

October 5-9, 2025

World Golf Village Renaissance Resort
St. Augustine

GENERAL INFORMATION

Join us October 5-9, 2025, for the Florida Association of City Clerks 2025 Fall Academy at the World Golf Village Renaissance St. Augustine Resort. 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’s) Certified Municipal Clerk (CMC) and Master Municipal Clerk (MMC) certification programs.

The event begins Sunday, October 5, with two Pre-Academy Workshops: Athenian leadership Society Dialogue sessions featuring Speaker Dawn Michanowicz, MMC, EM-AP, Retired City Clerk, who will facilitate a discussion about the book *The Cure for Stupidity: Using Brain Science to Explain Irrational Behavior at Work* by author Eric M. Bailey, and speaker Camilla G. Pitman, MMC, Certified Professional Legal Secretary, City Clerk, Greenville, SC, who will facilitate a discussion about the book *The 5 Languages of Appreciation in the Workplace* by authors Gary Chapman and Paul White.

The Pre-Academy Workshop is a separate registration fee from the Fall Academy registration.

Athenian Leadership Society Dialogues are for a minimum of 10 participants and a maximum of 30



Elizabeth Garcia-Beckford, MMC, MBA

FACC President

City Clerk

City of Wilton Manors

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 before 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 6, and continues through Thursday, October 9.

The MMC program (advanced track), approved by IIMC for 20 MMC education hours, begins Monday, October 6, and continues through Wednesday, October 8, until noon.

FACC 2025 FALL ACADEMY

The early registration deadline is **Monday, September 22, 2025**. Your registration form must be postmarked on or before September 22 to be eligible for the early registration fee. The deadline to secure your hotel reservation at the World Golf Village Renaissance St. Augustine Resort is **Monday, September 22, 2025**.

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 the 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. Also, 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 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 crucial, 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' Important Orientation and Education Basics session at 7:30 a.m. on Monday, October 6.

The Second-/Third-Year Fall Academy tracks offer increasingly complex classes on the core duties and responsibilities of the Municipal Clerk while also including additional personal development classes. The CMC program is designed to be progressive, and courses focus more on public administration topics in the odd years (i.e., 2025) and leadership/management courses in the even years (i.e., 2026).

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 facc@iog.fsu.edu or 850.645.6700.

FACC 2025 FALL ACADEMY

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. The MMC certification program is designed to offer advanced training and education in leadership, management, and interpersonal subject areas. The purpose 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

IMPORTANT NOTE:

As full-time professionals, we understand the occasional need to step outside briefly during an educational session to answer an urgent phone call or attend to a personal matter. However, to uphold the integrity of the IIMC Certification Program and out of respect for our fellow Clerks, any participant who misses more than 15 minutes of any session will not be allowed to earn points for that session. In addition, this policy applies to leaving any session early as well unless you have a true emergency and receive prior approval from FACC Executive Director Allison Payne (apayne@flicities.com) and/or FACC Education and Training Coordinator Amy Brewer (facc@iog.fsu.edu).

REGISTRATION

Registration fees must accompany all registration forms. To qualify for the advanced registration fee, registration forms must be postmarked on or before September 22, 2025. Registration forms postmarked after September 22, 2025, will be processed at the specified regular fee. **All registration forms must be received by September 30. If you are unable to meet this deadline, please register on-site. Mastercard, Visa, Discover, American Express, and checks payable to FACC are the only accepted forms of payment on-site.**

FACC Retired Past Presidents are offered a 75% discount from the current registration rate. To register, contact Meeting Planner Meredith Montgomery at mmontgomery@flicities.com.

| REGISTRATION FEES | Early Registration Fee Before/On 9/22 | Regular Fee After 9/22 |
|--|--|---------------------------|
| Pre-Academy Workshop: Athenian Dialogue <i>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.</i> | \$100.00 | \$115.00 |
| First-Year Basic – FACC Member | \$400.00 | \$450.00 |
| First-Year Basic – FACC Associate Member | \$425.00 | \$475.00 |
| First-Year Basic – Nonmember | \$475.00 | \$500.00 |
| Second-Year Basic – FACC Member | \$400.00 | \$450.00 |
| Second-Year Basic – FACC Associate Member | \$425.00 | \$475.00 |
| Second-Year Basic – Nonmember | \$475.00 | \$500.00 |
| Third-Year Basic – FACC Member | \$400.00 | \$450.00 |
| Third-Year Basic – FACC Associate Member | \$425.00 | \$475.00 |
| Third-Year Basic – Nonmember | \$475.00 | \$500.00 |
| MMC/Advanced – FACC Member | \$400.00 | \$450.00 |
| MMC/Advanced – FACC Associate Member | \$425.00 | \$475.00 |
| MMC/Advanced – Nonmember | \$475.00 | \$500.00 |

FACC 2025 FALL ACADEMY

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, Discover, 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. You will need a username and password. If you have never registered for an FACC event online, please contact Meeting Planner Meredith Montgomery at mmontgomery@flicities.com for your credentials.

You can pay online with your Mastercard, Visa, Discover, 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

| | |
|----------------------------|--------------|
| Early Registration Ends | September 22 |
| Hotel Cutoff | September 22 |
| Cancellation Requests | September 22 |
| Online Registration Closes | September 30 |

After September 30, please register on-site.

FLORIDA CERTIFIED PROFESSIONAL CLERK (FCPC) CERTIFICATION PROGRAM

If you are participating in the Florida Certified Professional Clerk (FCPC) Certification Program, more details will be provided soon.

REFUNDS

Cancellations must be in writing and emailed to mmontgomery@flicities.com. Substitutions may be made at any time with advance notice. **All cancellations received by Monday, September 22, 2025, will be entitled to a refund minus a \$50 administrative fee.**

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 in your confirmation email. **Please note that the cutoff date to make hotel reservations is September 22. 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.

FACC 2025 FALL ACADEMY

The World Golf Village Renaissance St. Augustine Resort, 500 South Legacy Trail, St. Augustine, FL 32092, will serve as the host hotel. The room rate is \$174 per night plus tax. The hotel offers a discounted self-parking rate of \$6 for overnight guests. There is no charge for daily parking. Resort check-in is 4:00 p.m. ET, and checkout time is 11:00 a.m. ET. If you are interested in a late checkout, please make arrangements directly with the hotel.

EVENT ATTIRE

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

KNOW BEFORE YOU GO INFORMATIONAL WEBINAR

Please plan to attend a Know Before You Go Informational Webinar about the event on **Monday, September 29, at 2:00 p.m. ET** via Zoom. The registration link will be provided in the FACC Friday Newsletter, or you can email facc@flcities.com to register for this free webinar. Attendance is optional. This webinar is for educational purposes only; it is not approved for any CMC/MMC points or hours.

BUDDY PROGRAM

Is this your first time attending an FACC Fall Academy? If so, sign up for an event buddy by contacting FACC Mentoring Committee Chair Vanessa Castillo, MMC (City Clerk, City of Winter Haven) at vcastillo@mywinterhaven.com. An event buddy will be assigned to you to help you navigate the Academy and answer any questions you may have. If you have attended past events and would like to serve as a buddy to a new attendee, please contact Vanessa.

PINK TO THE EXTREME CONTEST



In honor of Breast Cancer Awareness Month, FACC encourages attendees to wear pink on **Tuesday, October 7**. Dress in the most extreme amount of pink clothes and accessories you have and participate in the Pink to the Extreme Contest. You could win a \$50 discount to a future FACC event! This prize can be applied to the 2026 Summer Conference and Academy, a live webinar of your choice from November 2025 through June 2026, or a pre-recorded webinar. This prize must be used before the end of June 2026. Get involved and support our Pink to the Extreme Contest in support of breast cancer awareness!

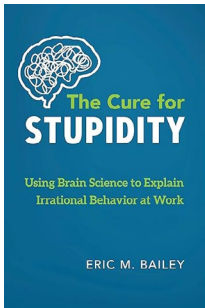
LIGHT CONTINENTAL BREAKFASTS

A light continental breakfast is provided for the Athenian Dialogue attendees on the morning of Sunday, October 5. A light continental breakfast will be provided for Fall Academy attendees on the mornings of Monday, October 6, through Thursday, October 9.



PRE-ACADEMY WORKSHOP: ATHENIAN DIALOGUE*

Sunday • October 5 | 8:30 a.m. - 4:00 p.m.
Lunch (On Your Own) 12:00 p.m. - 1:30 p.m.

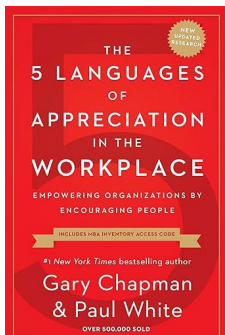


Athenian Dialogue: *The Cure for Stupidity: Using Brain Science to Explain Irrational Behavior at Work**

This Athenian Dialogue discusses the book *The Cure for Stupidity: Using Brain Science to Explain Irrational Behavior at Work* by Eric M. Bailey.

“Stupidity” isn’t about a lack of intelligence but rather how our brain’s operating system often shuts down due to stress, emotion, or misunderstanding – and sabotages our workplace communication and decision-making. Backed by scientific strategies, this engaging book hopes to empower participants to recognize and override unhelpful brain patterns and offers practical tools for de-escalating tension, improving empathy, and fostering clearer, more collaborative conversations.

Presented by: Dawn Michanowicz, MMC, EM-AP, Retired City Clerk



Athenian Dialogue: *The 5 Languages of Appreciation in the Workplace**

This Athenian Dialogue discusses the book *The 5 Languages of Appreciation in the Workplace* by Gary Chapman and Paul White.

Participants in this Dialogue will learn how to effectively show appreciation to colleagues in ways that truly resonate with them. The book outlines five distinct “languages” of appreciation—Words of

Affirmation, Quality Time, Acts of Service, Tangible Gifts, and Physical Touch—adapted specifically for professional environments. Readers will understand how to identify the preferred appreciation language of coworkers and why generic or misdirected recognition efforts often fall flat. Ultimately, the book equips individuals and leaders with tools to build a more engaged, motivated, and positive workplace culture through meaningful, personalized appreciation.

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

About Athenian Dialogues – Dialogues are conversations between the participants, whether in person or on a virtual Zoom screen. It’s a small class. These dialogues offer the opportunity to share experiences, professional and personal, as they relate to the author or the characters in the book. Athenian Dialogues explore leadership qualities in yourself. Take notes as you read the book, and bring your favorite quote from the book.

*These Athenian Dialogues have 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.

Registration is \$100 plus purchase of book; lunch is on your own from 12:00 p.m. - 1:30 p.m. Athenian Leadership Society Dialogues are for a minimum of 10 participants and a maximum of 30 participants per session on a first-come, first-served basis.

FIRST YEAR PROGRAM

Monday - Thursday · October 6-9

MONDAY, OCTOBER 6, 2025

First Time 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, including the current and incoming FACC presidents, the FACC executive director, FACC staff, and staff from the Institute of Government. Please join us for a brief but informative session to learn how your association can assist you in your professional goals and challenges while letting us get to know you.

Panelists: IOG Staff, FACC Staff, and Board Members

The Municipal Clerk 101: A Professional Toolbox 8:00 a.m. - 12:00 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, of course, a basic introduction to the do's and don'ts of Public Records Requests, including contractor responsibilities. This will be a dynamic session with plenty of time for questions and answers and an open discussion of topics with which you need help.

Presenters: Patricia J. Burke, MPA, MMC, RLO, FACC Immediate Past President, Town Clerk-Manager, Town of Palm Shores, and Julie A. Hennessy, MMC, City Clerk, City of DeLand

Lunch (On Your Own) 12:00 p.m. - 1:30 p.m.

The Municipal Clerk 102: A Professional Toolbox 1:30 p.m. - 5:30 p.m.

This session will be a continuation of Monday morning's session (The Municipal Clerk 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 with which you need help.

Presenters: Patricia J. Burke, MPA, MMC, RLO, FACC Immediate Past President, Town Clerk-Manager, Town of Palm Shores, and Julie A. Hennessy, MMC, City Clerk, City of DeLand

TUESDAY, OCTOBER 7, 2025

Wear pink today in honor of Breast Cancer Awareness Month.

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.

Presenter: Laura Jacobs Donaldson, Board Certified Specialist, City, County, and Local Government Law, Manson Bolves Donaldson Tanner, PA

Recognition Luncheon 12:00 p.m. - 1:30 p.m.

Municipal Elections 101 1:30 p.m. - 5:30 p.m.

The session will focus on administering and conducting elections. The presentation will be most timely for newer Clerks preparing to conduct their first municipal elections or experienced Clerks wanting a refresher. The session will look at the Florida Election Code and how it applies to the municipal charter and municipal codes, latest changes to the laws, calendar/budget preparation and turnout projections, the relationship between the City Clerk and the County Supervisor of Elections, preparing for and managing candidates, the petition and qualifying processes, the preparation needed for the three methods of voting (Election Day, Early Voting, and Vote by Mail), Canvassing Board duties and responsibilities, post-election requirements, differences with Special Elections and Municipal Recall Elections, and retention of election records. The session will be highly interactive with opportunities to share experiences.

Presenter: Bill Cowles (Retired), Orange County Supervisor of Elections

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WEDNESDAY, OCTOBER 8, 2025

Joint Session: Not Reinventing, but Reimagining the Wheel: ChatGPT for Municipal Clerks 8:00 a.m. - 12:00 p.m.

In an era of rapid technological advancement, municipal clerks are increasingly tasked with finding efficient ways to manage their workloads while maintaining the high standards required for public service. This session will explore how ChatGPT can be seamlessly integrated into the daily operations of municipal offices to enhance productivity, streamline processes, and improve public engagement. Participants will gain insights into how ChatGPT can assist with drafting documents, generating responses to common inquiries, managing schedules, and supporting complex tasks such as research and report generation. Rather than completely overhauling existing workflows, this session will focus on practical, incremental ways to incorporate AI technology, allowing clerks to leverage their existing expertise while reducing repetitive tasks. Join us for a deep dive into real-world applications, success stories, and a live demonstration of ChatGPT in action. This session is designed for clerks at all levels of tech proficiency, aiming to empower you with the tools and confidence needed to enhance your office's operations without losing the human touch that is so critical to public service. Discover how ChatGPT can be your new ally in reimagining your role and making your day-to-day responsibilities more manageable and impactful.

Presenter: Dr. Jaimis "Jai" Rebecca Ulrich, Ed.D., Associate Director of Professional Development, International Institute of Municipal Clerks

Lunch (On Your Own) 12:00 p.m. - 1:30 p.m.

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 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.

Presenter: Laura C. Gambino, MPA, CEcD, SHRM-CP, Florida Institute of Government

THURSDAY, OCTOBER 9

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

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

Presenter: Matt Daugherty, CRM, Executive Vice-President, SML, Inc.

Lunch (On Your Own) 12:00 p.m. - 1:30 p.m.

DiSC: Understanding Yourself & Others 1:30 p.m. - 5:30 p.m.

Constructive change begins with self-awareness and self-knowledge. This program will provide personal insight for yourself and an understanding of the actions of others. You will learn approaches to more effectively communicate and work with city managers, commission members, citizens, and associates in your work environment... and even with others outside the work environment. Through fun in-class activities, you will also learn what motivates you, what stresses you, and how to address conflict.

Presenter: Lindsay Hudock, APR, CPRC, Senior Instructor & Program Coordinator, Nicholson School of Communication and Media, University of Central Florida and Jade McGovern, Principal, Well Said Public Relations, Inc.

SECOND/THIRD YEAR PROGRAM

Monday - Thursday · October 6-9

MONDAY, OCTOBER 6, 2025

Professional Presence & Speaking 8:00 a.m. - 12:00 p.m.
Skills: Command the Room with Confidence

This dynamic four-hour workshop is designed to enhance your professional presence and elevate your spoken communication in any setting. Whether you're leading or attending a meeting, delivering a presentation, or navigating one-on-one conversations, how you present yourself speaks volumes before you even say a word. You will learn how to project credibility, authenticity, and confidence through voice, body language, and messaging. The course blends practical instruction with interactive exercises to help you sharpen your delivery, speak with clarity and purpose, and engage listeners effectively. Content will include essentials from stimulating TED talks, elements of Steve Jobs' presentations, and Improv™ theater.

Presenter: Anne Schroeder, President, Schroeder Management Consultants

Lunch (On Your Own) 12:00 p.m. - 1:30 p.m.

Highly Effective Business Writing Using Plain Language 1:30 p.m. - 5:30 p.m.

It is not only 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, agenda, executive summary, or email. Your communications have the power to establish rapport, clarify work intent, and solve problems. By focusing on audience needs, structure, tone, and word choice, you'll enhance your writing skills that improve communication, reduce misunderstandings, and increase productivity in the workplace. Whether you need a refresher or a solid introductory course, this workshop will sharpen your knowledge and skills on current best practices of effective business writing. Elements of Plain Language and NeuroLinguistic Programming (NLP) will be used.

Presenter: Anne Schroeder, President, Schroeder Management Consultants

TUESDAY, OCTOBER 7, 2025

Wear pink today in honor of Breast Cancer Awareness Month.

Local Government Revenue & Budgeting in Florida 8:00 a.m. - 12:00 p.m.

This session is for Municipal Clerks at all stages of their careers. Attention will be given to terms and tools helpful for 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.

Presenter: Kimball Robert (Kim) Adams, CPA Accounting Instructor, University of South Florida & University of Tampa

Recognition Luncheon 12:00 p.m. - 1:30 p.m.

Clerks, Cameras, and Chaos: Mastering Media & Social Mayhem 1:30 p.m. - 5:30 p.m.

A crash course in public communication for today's multitasking municipal heroes. This session will empower clerks with practical tools and confidence to handle media inquiries, build public trust, and use social media effectively.

Presenter: Merissa Green, Communication and Marketing Manager, City of Haines City

WEDNESDAY, OCTOBER 8, 2025

Joint Session: Not Reinventing, but Reimagining the Wheel: ChatGPT for Municipal Clerks 8:00 a.m. - 12:00 p.m.

In an era of rapid technological advancement, municipal clerks are increasingly tasked with finding efficient ways to manage their workloads while maintaining the high standards required for public service. This session will explore how ChatGPT can be seamlessly integrated into the daily operations of municipal offices to enhance productivity, streamline processes, and improve public engagement. Participants will gain insights into how ChatGPT can assist with drafting documents, generating responses to common inquiries, managing schedules, and supporting complex tasks such as research and report generation. Rather than completely overhauling existing workflows, this session will focus on practical, incremental ways to incorporate AI technology, allowing clerks to leverage their existing expertise while reducing repetitive tasks. Join us for a deep dive into real-world applications, success stories, and a live demonstration of ChatGPT in action. This session is designed for clerks at all levels of tech proficiency, aiming to empower you with the tools and confidence needed to enhance your office's operations without losing the human touch that is so critical to public service. Discover how ChatGPT can be your new ally in reimagining your role and making your day-to-day responsibilities more manageable and impactful.

Presented by: Dr. Jaimis "Jai" Rebecca Ulrich, Ed.D., Associate Director of Professional Development, International Institute of Municipal Clerks

continued...

Lunch (On Your Own)

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

Advanced Public Records Management: The State of Records Management in 2025: A Forward-Thinking Session for Records Management Professionals

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

In an evolving landscape, public records management has become more complex and dynamic. This advanced session, "The State of Records Management in 2025," is designed for municipal clerks seeking to dig deeper into a field that is being reshaped by technological advancements, regulatory changes, and shifting societal expectations. Topics for discussion include public records access and restrictions, First Amendment auditors, municipal records program requirements, electronic recordkeeping, AI and automation, and organizational strategies for managing public records. Get your life back!

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

THURSDAY, OCTOBER 9, 2025

Florida's Ethics & Government in the Sunshine Laws

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

This four-hour course will include an in-depth discussion on Florida's Ethics and Government in the Sunshine Laws, including open records, open meetings, and voting

and gift laws. This course also satisfies the Legislature's requirement for elected officials and provides a robust discussion and exchange using case studies and examples.

Presented by: Laura C. Gambino, MPA, CEcD, SHRM-CP, Florida Institute of Government

Lunch (On Your Own)

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

Communication Management with Difficult Personalities

1:30 p.m. - 5:30 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 and complex personalities. After discussing how we identify these individuals, a discussion will take place examining the most effective communication approaches. You will also learn the difference between climate and culture, and how shifting needs impact communication norms and practices both internally and externally. Practical tools and techniques will be explored, with the goal of assisting 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: Michelle Duseau, Ph.D., Associate Lecturer, University of Central Florida, College of Communication

MMC/ADVANCED TRACK

Monday - Wednesday • October 6-8

MONDAY, OCTOBER 6, 2025

Advanced Public Speaking: Elevating Your Communication

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

This session is designed for individuals who have mastered the basics of public speaking and are ready to elevate their communication skills to an even higher level. This course builds upon foundational speaking techniques by introducing advanced strategies for persuasive communication, engaging diverse and challenging audiences, and tailoring presentations for various professional contexts. Participants will explore audience analysis in depth, learning how to adapt tone, content, and delivery to resonate with different groups. Through structured small group practice and peer feedback, participants will refine their delivery and develop greater confidence, presence, and adaptability—essential qualities for leadership, client communication, and public-facing roles.

Presented by: Mark T. Zeigler, Senior Lecturer, Florida State University

Lunch (On Your Own)

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

Governance and Strategic Budgeting

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

Think budgeting is just spreadsheets and statutes? Think again. In this interactive master class, we'll explore how to turn your budget into a powerful strategic tool. Through real-world scenarios, group discussions, and practical exercises, you'll discover how to connect your city's or county's big-picture goals with day-to-day financial decisions. We'll unpack legal requirements, demystify fund types, and explore fresh approaches to planning and budgeting that actually drive results—and community support. Whether you're a seasoned local government leader or a municipal novice, this course will challenge you to rethink budgeting.

Presented by: Tim Bolduc, Founder, SFC Enterprises, and Jessica Leavins, MS, City Manager

continued...

TUESDAY, OCTOBER 7, 2025

Wear pink today in honor of Breast Cancer Awareness Month.

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

As municipal government employees, we have each faced our share of internal and external crises. Now, as leaders (and oftentimes first-responders or public information officers), municipal clerks have to be ready and willing to actively respond to a wide variety of situations, especially when communicating with the media and internal and external partners during a crisis. Join us to learn how pre-incident planning, coordination, and preparation will enhance the ability of your local jurisdictions in delivering timely, accurate, and effective messages to the public. Topics include an overview and best practices of the Joint Information System and Joint Information Center, emergency communications, tight time constraints, situational uncertainty, and addressing a distressed public using a strategic, whole-community approach.

Presented by: Mike Jachles, Executive Public Information Officer, State PIO Chair/Florida Fire Chiefs' Association

Recognition Luncheon 12:00 p.m. - 1:30 p.m.

Employing the Law: See the Workplace Like a Lawyer 1:30 p.m. - 5:30 p.m.

There is perhaps no area of the law more misunderstood than employment law, and yet, in a scary irony, it is also the type of law people think they understand the most. This session will explore the most common errors that cause legal liability and easy ways to avoid such errors. Participants will learn how to view situations through the eyes of potential jurors and learn what documents will play critical roles in the prosecution and defense of harassment and discrimination cases. This format is extremely effective because it allows participants to apply in real-time the concepts they have just learned. Case studies based on real court cases and EEOC rulings always evoke discussion of other hypotheticals, but what if this and what if that? In addition, various laws will be discussed, with special emphasis on the Civil Rights Act of 1964 and its 1991

amendments, the Americans with Disabilities Act, and the Age Discrimination in Employment Act, as well as the Florida Civil Rights Act and other Florida employment law statutes.

Presented by: J. Lenora Bresler, J.D., CSP, SHRM-SCP, SPHR, Leadership Speaker, Author, Trainer, and Coach, Bresler Instant Leader Transformations

WEDNESDAY, OCTOBER 8, 2025

Joint Session: Not Reinventing, but Reimagining the Wheel: ChatGPT for Municipal Clerks 8:00 a.m. - 12:00 p.m.

In an era of rapid technological advancement, municipal clerks are increasingly tasked with finding efficient ways to manage their workloads while maintaining the high standards required for public service. This session will explore how ChatGPT can be seamlessly integrated into the daily operations of municipal offices to enhance productivity, streamline processes, and improve public engagement. Participants will gain insights into how ChatGPT can assist with drafting documents, generating responses to common inquiries, managing schedules, and supporting complex tasks such as research and report generation. Rather than completely overhauling existing workflows, this session will focus on practical, incremental ways to incorporate AI technology, allowing clerks to leverage their existing expertise while reducing repetitive tasks. Join us for a deep dive into real-world applications, success stories, and a live demonstration of ChatGPT in action. This session is designed for clerks at all levels of tech proficiency, aiming to empower you with the tools and confidence needed to enhance your office's operations without losing the human touch that is so critical to public service. Discover how ChatGPT can be your new ally in reimagining your role and making your day-to-day responsibilities more manageable and impactful.

Presented by: Dr. Jaimis "Jai" Rebecca Ulrich, Ed.D., Associate Director of Professional Development, International Institute of Municipal Clerks



The Board of Directors of the Florida Association of City Clerks – along with its partners, members, 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 2025 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 2025 FALL ACADEMY REGISTRATION FORM

October 5-9, 2025 • World Golf Renaissance St. Augustine Resort

Complete the registration form and email it to facc@flcities.com or mail it to FACC, P.O. Box 1757, Tallahassee, FL 32302. Or you may register online at floridaclerks.org. We accept Visa, Mastercard, Discover, 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 facc@iog.fsu.edu or 850.645.6700.

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

If you are physically challenged and require special services, or if you have dietary restrictions, please attach a written description to your advance registration form. For more information, contact Meeting Planner Meredith Montgomery at mmontgomery@flcities.com.

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: _____

Cell Phone: _____

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:

First-Year Second-Year Third-Year

Please choose the appropriate education track and membership status.

| | Early Registration Fee Before/On 9/22 | Regular Fee After 9/22 |
|--|--|---------------------------|
| Pre-Academy Workshop: Athenian Dialogue <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 |
| First-Year Basic – FACC Member | \$400.00 | \$450.00 |
| First-Year Basic – FACC Associate Member | \$425.00 | \$475.00 |
| First-Year Basic – Nonmember | \$475.00 | \$500.00 |
| Second-Year Basic – FACC Member | \$400.00 | \$450.00 |
| Second-Year Basic – FACC Associate Member | \$425.00 | \$475.00 |
| Second-Year Basic – Nonmember | \$475.00 | \$500.00 |
| Third-Year Basic – FACC Member | \$400.00 | \$450.00 |
| Third-Year Basic – FACC Associate Member | \$425.00 | \$475.00 |
| Third-Year Basic – Nonmember | \$475.00 | \$500.00 |
| MMC/Advanced – FACC Member | \$400.00 | \$450.00 |
| MMC/Advanced – FACC Associate Member | \$425.00 | \$475.00 |
| MMC/Advanced – Nonmember | \$475.00 | \$500.00 |

Payment Information

Method of Payment: Check (payable to FACC) Total Enclosed: \$ _____

Visa, Mastercard, Discover, and American Express accepted via online registration only.



FACC 2025 FALL ACADEMY ONE DAY ONLY REGISTRATION FORM

October 5-9, 2025 • World Golf Village Renaissance St. Augustine Resort

Please Print

Name: _____ Title: _____

Municipality (City, Town, Village of): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Cell Phone: _____

Check box(es) below:

| | 1-3 Year Membership | Advanced Membership | Nonmember |
|--|--------------------------------|--------------------------------|---|
| Monday, October 6 Ticket includes light continental breakfast, education sessions, and refreshment breaks. | <input type="checkbox"/> \$175 | <input type="checkbox"/> \$175 | <input type="checkbox"/> \$200 |
| Tuesday, October 7 Ticket includes light continental breakfast, education sessions, recognition luncheon, and refreshment breaks. | <input type="checkbox"/> \$225 | <input type="checkbox"/> \$225 | <input type="checkbox"/> \$250 |
| Wednesday, October 8 Ticket includes a light continental breakfast and a half-day of education sessions for advanced members, and a full day of education sessions and refreshment breaks for first-year, second-year, and third-year attendees. | <input type="checkbox"/> \$175 | <input type="checkbox"/> \$125 | <input type="checkbox"/> \$200 (1-3 yr) <input type="checkbox"/> \$150 (Adv) |
| Thursday, October 9 Ticket includes a light 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, Discover, and American Express accepted via online registration only.
- Check (payable to FACC); please note that cash is not accepted.

Mail to:

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



FLORIDA ASSOCIATION OF CITY CLERKS FLORIDA EDUCATION FUND (FEF) DONATION FORM

The Florida Education Fund (FEF) was created in 2013 to raise funds for FACC's professional education programs and protect training investments. FEF is used exclusively for the purpose of providing highly sought-after facilitators and other esteemed education professionals and programs that may far exceed our association budget.

The FEF is funded through direct donations of Florida clerks, supporting agencies, individuals, corporations, or bequeaths and endowments similar to the IIMC Education Foundation. The intent of FEF is to "supplement" the current educational budget – not offset the currently budgeted funds.

To recognize and thank our donors annually, a list of contributors will appear in the Summer Conference and Academy Program.

To submit your donation, you can pay by check (make payable to FACC), or you can contact FACC to set up an invoice and then login to the FACC portal to pay online with a credit card.

Please check one box: **One-Time Contribution** **Annual Contribution (*Invoice me annually*)**

Please check box:

- | | |
|---|--|
| <input type="checkbox"/> \$5.00 (Friend) | <input type="checkbox"/> \$50.00 (Diamond) |
| <input type="checkbox"/> \$10.00 (Silver) | <input type="checkbox"/> \$100.00 (Platinum) |
| <input type="checkbox"/> \$25.00 (Gold) | <input type="checkbox"/> Other _____ |

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

NOTE: Due to FACC's IRS tax status, donations are not tax-deductible; however, the benefits of the high-level education and highly sought-after trainers will far outweigh the tax benefits.

Florida Association of City Clerks • P.O. Box 1757, Tallahassee, FL 32302

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