



International Institute of Municipal Clerks

2025 IIMC REGION III CONFERENCE

January 8-10, 2025

The Florida Hotel and Conference Center • Orlando

#FACCRegionIII



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Welcome!

On behalf of the Florida Association of City Clerks (FACC), it is my pleasure to invite you to attend the 2025 IIMC Region III Conference. The FACC Board of Directors, the FACC 2025 Region III Conference Host Committee (chaired by Sherry D. Henderson, CMC, Town Clerk, Town of Hillsboro Beach) and the FACC Professional Education Committee (chaired by Julie A. Hennessy, MMC, City Clerk, City of DeLand), in coordination with the Florida Institute of Government at Florida State University, have all worked hard to bring you an education-packed 2025 IIMC Region III Conference approved by IIMC at the highest certification level. Please review the sessions listed in this announcement and register for this great educational opportunity. We are looking forward to hosting you in Florida.



President Patricia J. Burke, MPA, MMC, RLO
FACC President
Town Clerk-Manager, Town of Palm Shores

GENERAL INFORMATION

The 2025 International Institute of Municipal Clerks (IIMC) Region III Conference will be held at The Florida Hotel & Conference Center in Orlando on January 8-10, 2025.

The conference will begin on Wednesday at 9:00 a.m. with the Opening General Session and Keynote followed by the IIMC Region III Annual Business Meeting. Lunch will begin at 12:15 p.m., followed by a joint educational session. Education sessions continue all day Thursday, and the conference will conclude with a joint session on Friday. A tentative program, which is subject to change, begins on page 12.

ADVANCE REGISTRATION

All participants are encouraged to register in advance to avoid delays at the registration desk. Please complete and return the registration form with payment to FACC, P.O. Box 1757, Tallahassee, FL 32302. Make your check payable to FACC. We cannot accept purchase orders. Mastercard, Visa, American Express and Discover are accepted for online registration only. Registration forms will not be processed without payment in full. When your registration is received, a confirmation of registration will be emailed to you, so please provide your email address.

ONLINE REGISTRATION

Registration is available online by accessing FACC's website at floridaclerks.org. You will need a username and password. **If you have never registered for an FACC event online, please contact Meredith Montgomery at mmontgomery@flcities.com for your credentials.**

Once you are logged in, simply fill out the online registration form and click the "submit transaction" button. Your registration will automatically be sent to the FACC. You can pay online with your Visa, Mastercard, American Express or Discover, or mail your registration form and fees by check to FACC, P.O. Box 1757, Tallahassee, FL 32302. Registrations submitted and paid online via credit card will automatically be marked paid, and you will receive your registration confirmation immediately via email. **You are not considered registered until your payment is received and processed.** Once your registration is paid, you will receive an email containing a code to make your hotel reservation.

REGISTRATION

The early registration fee for the 2025 IIMC Region III Conference is \$400, and payment must be postmarked on/or before **Friday, December 13, 2024**. This fee covers lunch and the Welcome Reception on Wednesday, the luncheon and Banquet Dinner on Thursday, and all refreshment breaks and continental breakfasts on Wednesday, Thursday and Friday. The guest fee covers everything except for the Welcome Reception and Thursday's luncheon and Banquet Dinner. Registration forms postmarked after December 13, 2024, will be processed at the regular registration fee of \$425.

Registration forms postmarked after December 31, 2024, will be processed at the late registration fee of \$450. All registration forms must be received by December 31, 2024. If you are unable to meet this deadline, please register onsite. The registration fees are:

	Early Registration <i>on/before December 13</i>	Regular Registration <i>December 14-31</i>	Late/On-Site Registration <i>after December 31</i>
Attendee	\$400	\$425	\$450
Guest	\$200	\$225	\$250

GUEST REGISTRATION

Guest registration fees cover name badge, lunch on Wednesday, all refreshment breaks and three continental breakfasts. These fees DO NOT cover lodging, the Welcome Reception, Thursday's luncheon or the Banquet Dinner. However, guest tickets may be purchased for these events. Guests are defined as spouses, partners or other non-professional relations of delegates. Sponsor or exhibitor representatives do not qualify for the guest registration fees.

DEADLINES


Hotel Cut-Off	December 10
Discounted Early Registration	On/Before December 13
Registration Cancellation Requests	December 13
Registration Cut-Off	December 31

REFUNDS

Cancellations must be in writing and emailed to mmontgomery@flcities.com. All cancellations received by 5:00 p.m., **Friday, December 13**, will be entitled to a refund less a \$50 administration fee. Prepaid registrants who have not canceled by this date will be included in the advance registration guarantee required by the hotel and are not eligible for a refund. Substitutions may be made at any time with advance notification.

HOTEL INFORMATION

The Florida Hotel & Conference Center will serve as the host hotel. The address is 1500 Sand Lake Road, Orlando, FL 32809. The group rate is \$179/night plus a \$10/night service charge. Hotel check-in time is 4:00 p.m. ET. Check-out time is 11:00 a.m. ET. If you are interested in a late checkout, please make arrangements directly with the hotel. **The deadline to make your hotel reservation is Tuesday, December 10.** However, the room block may be filled before that date, so make your reservations as soon as possible. It is important to register for the conference early so you have plenty of time to make your reservations.



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 an email containing a code to make your reservation. 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.

EVENT ATTIRE

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

LIGHT CONTINENTAL BREAKFASTS

A light continental breakfast will be provided for all attendees on the mornings of Wednesday, January 8, through Friday, January 10.

CONFERENCE BUDDY PROGRAM

If you would like to be paired with a conference buddy, please sign up by contacting FACC Mentoring Committee Chair Vanessa Castillo, MMC (City Clerk, City of Winter Haven) at vcastillo@mywinterhaven.com. A conference buddy will be assigned to you to help you navigate the conference 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.

KNOW BEFORE YOU GO INFORMATIONAL WEBINAR

Plan to attend a Know Before You Go Informational Webinar about the conference on Tuesday, December 17 at 10:00 a.m. ET via Zoom. Registration will be provided in the FACC Friday Newsletter, or you can email facc@flcities.com to register for this free webinar. Attendance for this webinar is optional. This webinar is for educational purposes only; it is not approved for any CMC/MMC points or hours.

REGISTRATION DESK SCHEDULE

Wednesday, January 8	7:30 a.m. - 5:00 p.m.
Thursday, January 9	7:30 a.m. - 5:00 p.m.
Friday, January 10	7:30 a.m. - 11:30 a.m.



EDUCATION SESSIONS

Earn up to 6 CMC/MMC education points when you complete all 12 hours of education offered during the 2025 IIMC Region III Conference. All sessions have been developed, reviewed and approved by the Florida Institute of Government at Florida State University as an IIMC-approved institute, in cooperation with the FACC Professional Education Committee and Board of Directors. Participants will earn 1 CMC/MMC education point per two in-class contact hours with completed and approved Ideas to Action (ITA) forms. The education curriculum was developed in partnership with the FACC Professional Education Committee, FACC Board of Directors and the John Scott Dailey Florida Institute of Government.

Clerks who are working toward their Certified Municipal Clerk (CMC) or Master Municipal Clerk (MMC) designations and wish to receive the maximum points allowable by the International Institute of Municipal Clerks (IIMC) will need to 1) have their name badge scanned after every session and 2) complete and submit an ITA form for each education session.

A Certificate of Completion, with educational hours earned, will be sent electronically to participants approximately 60 days following the conference.

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@fcities.com) and/or FACC Education and Training Coordinator Amy Brewer (abrewer@fsu.edu).



FACC MAKE-UP MINI FALL ACADEMY

FACC Make-Up Mini Fall Academy (MMFA) is open to Florida Clerks who were unable to attend the 2024 FACC Fall Academy due to Hurricane Milton. The deadline to register for MMFA is November 22, 2024. After this date, registration for the MMFA will open for other registrants, based on availability. The MMFA will be held January 6-7, 2025, at the Florida Hotel & Conference Center in Orlando. Space is limited. The cost is \$175 for FACC members and \$225 for nonmembers.

The education curriculum for both the CMC and MMC session content was developed, reviewed and approved by the Florida Institute of Government at Florida State University as an IIMC-approved institute, in cooperation with the FACC Professional Education Committee and Board of Directors. If you attend the Make-Up Mini Fall Academy, you can earn up to 8 CMC or MMC education points, and if you attend the 2025 IIMC Region III Conference, you can earn up to 6 CMC/MMC education points. However, if you attend both events, you can earn up to 14 CMC or MMC education points and network with clerks located throughout Region III. Awarding of points is based upon successful completion of an FACC Ideas to Action form for each session and missing no more than 15 minutes of the session.

NOTE: The MMFA First-Year and Second-/Third-Year sessions equal 4 CMC hours each; MMC/Advanced sessions equal 4 MMC hours. The IIMC Region III sessions equal 1.5 and 3 CMC/MMC hours (i.e., 3 CMC/MMC hours for the two joint sessions on Wednesday and Friday and 1.5 CMC/MMC hours for the breakouts on Thursday). The sessions below are offered concurrently, but you must follow your applicable track. If you have any questions regarding which CMC track (First-Year or Second-/Third-Year) you should attend for the MMFA, please contact Amy Brewer, Education Coordinator, Florida Institute of Government, at abrewer@fsu.edu or 850.645.6700.

MONDAY, JANUARY 6, 2025

7:00 a.m. - 5:30 p.m.

Registration Desk Open

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

Continental Breakfast

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

**First-Year Track: The Municipal Clerk 101 –
A Professional Toolbox**

This session will introduce you to the day-to-day duties you will need to understand and 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 differences and when to use each of 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 will be a dynamic session with plenty of time for questions and answers and an open discussion of topics you need help with.

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

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

Second- and Third-Year Track: Speaking with Confidence and Credibility

As a leader, you have the responsibility to convey ideas, decisions and vital information to others on a regular basis. Whether your goal is to motivate staff, inspire and persuade the public or provide facts and data to your council, content and delivery options must be carefully considered and developed. This hands-on session will provide time-tested strategies for confidently expressing your thoughts and ideas, even when called upon at the last minute. Content will include the key elements of stimulating TED talks, the five elements of Steve Jobs' presentations and improv theater.

Presented by: Anne Schroeder, President, Schroeder Management Consultants

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

MMC/Advanced Track: Developing the Next Generation of Leaders

In this session, participants will explore strategies to cultivate the next generation of leaders within their organization. The session will focus on identifying and developing the key traits that are essential for effective leadership and team collaboration. Through interactive discussions and practical exercises, attendees will learn how to assess and nurture these qualities in emerging leaders, ensuring a strong and cohesive team that drives organizational success.

Presented by: Tim Bolduc, City Manager, City of Crestview

10:00 a.m. - 10:15 a.m.

Refreshment Break

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

Lunch On Your Own

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

First-Year Track: The Municipal Clerk 102 – A Professional Toolbox

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 you need help with.

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

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

Second- and Third-Year Track: Fair, Efficient Expression – Fun with Parliamentary Procedure!

All groups use rules, even if they don't admit it. Parliamentary procedure helps people hold efficient meetings where attendees are treated fairly, and the will of the membership is expressed by its actions. Even some small adjustments can help presiding officers and members achieve these goals. Come play with parliamentary concepts and take away tips to help your council, municipal boards, and clerk chapters and associations accomplish more with confidence and goodwill!

Presented by: Lee Woodward, TRMC, MMC, PRP/CP, City Secretary and Public Information Officer, La Porte, Texas

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

MMC/Advanced Track: Presenting Well Master Class

Go beyond the basics of public speaking and master advanced strategies and techniques to present yourself and your ideas more effectively. Every audience (whether one or 1,000) has preconceptions

about the speaker and their message. Learn how to win that expectation game for a respectful, interactive, win-win result that will advance your organization's strategic goals. Participants will gain confidence as they learn how to read their audience quickly, establish instant credibility, spark and hold interest, build rapport, encourage engagement and ultimately obtain the action desired. This session is taught by a nationally acclaimed speaker with the highest-earned certification in the speaking field, held by fewer than 800 people worldwide. *Note: This content-packed workshop will include informal speaking exercises with your classmates, along with advanced strategies and techniques to help you prepare for your next real-life presentation. You will not be required to speak in front of the entire class during this session.*

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

3:00 p.m. - 3:15 p.m.

Refreshment Break

TUESDAY, JANUARY 7, 2025

7:30 a.m. - 5:30 p.m.

Registration Desk Open

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

Continental Breakfast

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

First-Year Track: Municipal Elections 101

The session will focus on the administering and conducting of 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, the latest changes to the laws, discussions of calendar/budget preparation and turnout projections, the relationship between the City Clerk and County Supervisor of Elections, preparation for and management of 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, municipal recall elections and retention of election records. This session will be highly interactive, with opportunities to share experiences.

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

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

Second- and Third-Year Track: Effective Business Writing

It is not just professional face-to-face interactions that we must get right the first time. The same can be said of written correspondence, especially when submitting a proposal, an agenda, an executive summary or an email. Your communications have 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

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

MMC/Advanced Track: The Clerk as Historian (Whether You Know It or Not)

You may not consider yourself a historian, but as Clerk of Record, the value of your role in

researching and preserving your municipalities' historical documents and unique records cannot be overstated. Whether it's maintaining and ensuring the preservation of city business records, old charters and historical photos, or searching for liens, property agreements and probate documents, this session will inspire you to embrace your role as your municipalities' historian and lead researcher. Learn nifty tips and tricks for finding unique ways to research municipal records at all levels (town, city, county, community, state, federal) and embrace your role as historian with competence and knowledge – as history is happening now!

Presented by: Deborah Bauer, Ph.D., President, Society for Historic Casselberry; Donna G. Gardner, CMC, City Clerk, City of Casselberry; Kelly S. Koos, MMC, FACC Past President, City Clerk, City of Lakeland; Grant Maloy, Seminole County Clerk of the Circuit Court and Comptroller; Lisa Morris, MMC, CRA, Deputy City Clerk, City of Brooksville

10:00 a.m. - 10:15 a.m.

Refreshment Break

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

Lunch On Your Own

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

First Year Track: Structure and Function of Local Government in Florida

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: Chevelle D. Hall, MMC, Village Clerk, Village of Wellington, and Lynn Tipton, Director, FLC University, Florida League of Cities

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

Second- and Third-Year Track: Emotional Intelligence and Strategic Communication

This session will introduce emotional intelligence as a communication tool. It will examine how emotional intelligence can be employed to combat burnout, maintain emotional balance and enhance leadership skills. Attendees will learn how to build self-awareness, engage in self-regulating behaviors in complex communication climates, become more socially aware and regulate the work environment through proactive and reactive communicative behaviors. Attendees will explore how emotional intelligence blends communicative hard and soft skills to build productive and rewarding interactions.

Presented by: Michelle Dusseau, Ph.D., Associate Lecturer, University of Central Florida, Nicholson School of Communication and Media

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

MMC/Advanced Track: Succession Planning in Real Life: Replacing Yourself!

At this session, a panel of your peers will share their unique experiences about preparing for retirement. How does the hub of a municipality put together a successful succession planning program? What are some of the pitfalls to avoid, challenges to overcome and lessons learned? This session will address these topics and more, including real-life wisdom and experience from master municipal clerks who are going through the process or have already been there and are happily retired while their cities are still going strong.

Presented by: Tammy K. Bursick, MMC, FACC Past President, Retired City Clerk, City of Vero Beach; Kelly S. Koos, MMC, FACC Past President, City Clerk, City of Lakeland; Lori Stelzer, MMC, FACC Past President, Retired City Clerk, City of Venice

3:00 p.m. - 3:15 p.m.
Refreshment Break

5:45 p.m. - 6:45 p.m.
FACC Board Dinner

6:45 p.m. - 8:45 p.m.
FACC Board Meeting



2025 IIMC REGION III CONFERENCE SCHEDULE

The education curriculum for both the CMC and MMC session content was developed, reviewed and approved by the Florida Institute of Government at Florida State University as an IIMC-approved institute, in cooperation with the FACC Professional Education Committee and Board of Directors. The IIMC Region III sessions equal 1.5 and 3 CMC/MMC hours (i.e., 3 CMC/MMC hours for the two joint sessions on Wednesday and Friday and 1.5 CMC/MMC hours for the breakouts on Thursday). Participants will earn 1 CMC/MMC education point per two in-class contact hours with completed and approved Ideas to Action (ITA) forms.

WEDNESDAY, JANUARY 8, 2025

7:30 a.m. - 5:00 p.m.

Registration Desk Open

8:00 a.m. - 9:00 a.m.

Continental Breakfast

9:00 a.m. - 10:00 a.m.

Opening General Session and Keynote: Achievement Now!

Elevate Your Success is a highly interactive program created to examine the timeless core principles of success and specific modern techniques to implement them. For those who want to prosper in today's competitive work environment, it is essential to develop confidence, a mindset for growth and productivity, strong consistent habits and outstanding people skills. This one-of-a-kind program is designed to help people cultivate these very traits. Each attendee will leave with a clear list of their own energizing goals, an action plan and daily practices to manage their mindset and promote constant growth. Whether you aspire to take your career to new heights, build a successful business, or improve your physical health or personal relationships, this program will provide you with the tools that you need to thrive.

Presented by: Tyler Enslin, Professional Speaker, Tyler Enslin International

10:00 a.m. - 10:30 a.m.

Refreshment Break

10:30 a.m. - 12:15 p.m.

IIMC Region III Annual Business Meeting

12:15 p.m. - 1:30 p.m.

Buffet Lunch

12:15 p.m. - 1:30 p.m.

State Association Presidents Luncheon*

(*IIMC Region Directors and State Association Presidents are invited to attend.)

2:00 p.m. - 5:00 p.m.

Joint General Session – Mastering Your Memory

The human brain possesses an incredible amount of power to store and recall information. Unfortunately, most people are never taught how to fully access this ability. In this fun and highly engaging training, attendees will learn unique and exciting methods to increase their memory skills to extraordinary levels. Most importantly, this program teaches participants how to use these concepts in daily life. Instantly recalling people's names, giving presentations without

notes, increased focus and improved mental organization are just a few of the practical benefits of this intriguing program. Tyler delivers this session in energetic fashion without notes or a PowerPoint to encourage maximum audience participation and impart as much value as possible to all who attend.

Presented by: Tyler Enslin, Professional Speaker, Tyler Enslin International

3:00 p.m. - 3:30 p.m.

Refreshment Break

5:00 p.m. - 6:00 p.m.

Welcome Reception

6:00 p.m. - 8:00 p.m.

The Networking Spot

THURSDAY, JANUARY 9, 2025

7:30 a.m. - 5:00 p.m.

Registration Desk Open

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

Continental Breakfast

NOTE: The below sessions are offered concurrently. You can only attend one session per time slot.

8:30 a.m. - 10:00 a.m.

Session A – Settling Your Worth

There's one person you are guaranteed to spend the rest of your life with...and it's you. Learn to kick negative, self-defeating beliefs to the curb and settle your worth once and for all. This session guides participants through seven steps to help navigate:

- The tendency to compare, which chips away at our sense of self
- Invasive, negative thoughts that create distress and depression

- How we perceive our own lives and the power of the stories we tell about them

“You’ve been criticizing yourself for years. Why not try approving of yourself and see what happens?” – Louise Hay

Presented by: Brenda Viola, Speaker, Author, Consultant, VICI Communications, LLC

8:30 a.m. - 10:00 a.m.

Session B – The Crayola Lesson: The Beauty of Understanding

This session details how our unique identities, traditions and expressions impact our communities, workplaces and interpersonal relationships. Topics include personal space, educational level, parental status and a wide variety of other individual distinctions. Attendees will learn key concepts on increasing innovation, managing productive collaborations and improving team performance within individual communities and relationships with others.

Presented by: Chad L. Jackson, Ph.D., President/CEO, Jenga Consultants Group, LLC

10:00 a.m. - 10:30 a.m.

Refreshment Break

10:30 a.m. - 12:00 p.m.

Session A – Professionalism: The Heart of Business Etiquette

In today's workplace, the consequences of being insensitive to others' perceptions of our behavior, attitude, dress and speech can cause untold problems. Decreased morale, miscommunication, lost productivity, poor customer service and lost business are just some of the many tangible negative results. Workers must take the initiative to create perceptions of respect, competency and

goodwill in those with whom they work. In this often humorous, interactive workshop, participants learn that professionalism means everything we do inspires confidence in our competence and goodwill. Through various activities and self-assessments, participants will learn how greetings, words, tone, body language, workplace tidiness and even apparel and grooming send messages, consciously or not, to other people. Common workplace situations, including telephone messages, email, gossip and blaming, are used as discussion points of what should and should not be done.

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

10:30 a.m. - 12:00 p.m.

Session B – The Clerk’s Survival Guide: Managing Stress

Work is often stressful, but recent years wrote entirely new chapters in all of our lives. It can be overwhelming and challenging to remain energized about your difficult (but so important) work. There’s never been a better time for a survival guide! We can’t afford our dedicated and talented professionals to surrender to the stress. This interactive workshop walks participants through 10 checkpoints that can signal burnout. Video clips, real-life examples from the municipal world, audience participation and actionable takeaways make this session powerful as well as personal to attendees. Each participant will download a grading sheet prior to the session, which will enable them to self-assess their success (or failure) at 10 checkpoints during this unique workshop.

Presented by: Brenda Viola, Speaker, Author, Consultant, VICI Communications, LLC

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

Networking Luncheon

1:30 p.m. - 3:00 p.m.

Session A – Speaking Up and Speaking Out (Public Speaking)

Have you ever felt like the teacher in a Peanuts cartoon? Your lips are moving...but no one’s really HEARING you? It’s one thing to put information OUT, but how do you get THROUGH? That’s the art of effective communication, and this workshop will reveal tools to help you be heard (taken from the 2024 No. 1 Release in Meetings and Presentations on Amazon, “How to Be Heard Without Screaming!”) Brenda Viola’s “HEARD” method was developed during her years as a news anchor/reporter. It also addresses the pitfalls of speaking effectively while underscoring the importance of listening, too. Good communication is a key to success in business and in life. This workshop will empower you to connect the dots to get your message across.

Presented by: Brenda Viola, Speaker, Author, Consultant, VICI Communications, LLC

1:30 p.m. - 3:00 p.m.

Session B – Ethics for Everyone: A Decision-Making Framework

Reputations of individuals and organizations rest on whether others perceive their decisions and behaviors to be ethical. Yet, in our highly diverse workplaces, we find increasing confusion and alternative opinions regarding the relative importance of various values and how to address issues. In this highly interactive and fast-paced workshop, participants move beyond platitudes to discuss real-life application. Participants will utilize the well-known three-step process for analyzing ethical issues (see, know, do), a five-step process for ensuring that ethics

is integral to organizational culture and a six-question template for guiding ethical decision-making.

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

3:00 p.m. - 3:30 p.m.

Refreshment Break

3:30 p.m. - 5:00 p.m.

Session A – Mastering Media Relations

When a reporter calls you or seeks you out before or after a meeting, do you want to run and hide? After taking this interactive, practical class, you'll have new tools in your toolbox to help navigate the demands of a 24/7 news cycle. From creating sound bites and bridging back to your talking points to planning for a press conference and dealing with bad press, you'll have a better understanding of how to navigate reporters and bloggers with confidence. Bring your real-life scenarios and learn best practices to convey your media messages effectively.

Presented by: Brenda Viola, Speaker, Author, Consultant, VICI Communications, LLC

3:30 p.m. - 5:00 p.m.

Session B – Civility in the Workplace

This presentation will provide the tools to help you to identify and neutralize uncivil behavior, use strategies to promote respect and dignity in the workplace and employ tone-setting communication techniques to promote and sustain a psychologically safe working environment for all.

Presented by: Chad L. Jackson, Ph.D., President/CEO, Jenga Consultants Group, LLC

6:00 p.m. - 9:00 p.m.

Banquet Dinner

Entertainment provided by Fun Pianos!, a dueling piano spectacular.

FRIDAY, JANUARY 10, 2025

7:30 a.m. - 11:30 a.m.

Registration Desk Open

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

Continental Breakfast

8:30 a.m. - 11:30 a.m.

Joint Closing Session – Put a Little Magic in Your Municipality!

Disney prides itself on a simple model. Great leaders engage the employees, engaged employees inspire the customers and inspired customers add to successful results again and again. This program is designed for you to uncover these lessons from Walt Disney himself, and then learn how to apply these to your own organization. The session shares multiple lessons on how local government leaders, administrators and city clerks can add some magic to their own agency. By the end of this workshop, participants will discover the Disney secret to successful leadership processes, understand their own level of employee engagement and determine the best ways forward for customer/citizen interactions.

Presented by: Pete Blank, MHR, CSP, CFT, Leadership and Customer Service Expert/ Professional Speaker

10:00 a.m. - 10:15 a.m.

Refreshment Break

11:30 a.m. - 12:00 p.m.

Door Prizes

12:00 p.m.

Conference Adjourns



2025 IIMC Region III Conference Registration Form

January 8-10, 2025 • The Florida Hotel & Conference Center • Orlando

- Complete registration form and email to mmontgomery@flcities.com or mail to FACC, P.O. Box 1757, Tallahassee, FL 32302-1757. Make checks payable to FACC. You may also register at floridaclerks.org. We accept Visa, Mastercard, American Express, Discover or checks as payment for registration fees.
- IIMC Region III registration includes lunch on Wednesday and Thursday, the Banquet Dinner on Thursday, all refreshment breaks and three continental breakfasts.
- IIMC Region III guest registration includes name badge, lunch on Wednesday, all refreshment breaks and three continental breakfasts.
- If you have any accommodations requests (dietary or physical), please attach a written description to your registration form. For more information, contact Meredith Montgomery at mmontgomery@flcities.com.
- FACC MMFA registration includes two continental breakfasts and refreshment breaks. Guest registrations are not available.

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

REGISTRANT INFORMATION

Last Name _____ First Name _____
(As you wish it to appear on your badge.)

Title _____ Affiliation _____
(City, Town, Village of)

Address _____

City _____ State _____ Zip _____

Work Phone _____

Email Address (for confirmations) _____

Current Certification MMC CMC None

GUEST INFORMATION

Spouse/Guest Full Name _____ First Name or Nickname _____
(As you wish it to appear on the badge.)

Spouse/Guest Full Name _____ First Name or Nickname _____
(As you wish it to appear on the badge.)



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REGISTRATION FEES

PAYMENT MUST ACCOMPANY EACH REGISTRATION

FACC MAKE-UP MINI FALL ACADEMY* – JANUARY 6-7, 2025

Type of Registration	Price	Fee Paid	Track	Select one:	
FACC Member	\$175	_____	First-Year Track	Second-/Third-Year Track	MMC/Advanced Track
Nonmember	\$225	_____	First-Year Track	Second-/Third-Year Track	MMC/Advanced Track

*Available after November 22 as space allows

2025 IIMC REGION III CONFERENCE – JANUARY 8-10, 2025

Type of Registration	On/Before 12/13	12/14-12/31	After 12/31	Fee Paid
Attendee	\$400	\$425	\$450	_____
Guest	\$200	\$225	\$250	_____
Guest Welcome Reception Ticket	\$60	\$60	\$60	_____
Guest Luncheon Ticket	\$55	\$55	\$55	_____
Guest Banquet Dinner Ticket	\$75	\$75	\$75	_____

PAYMENT INFORMATION

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

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