As IIMC celebrates 74 years of premier Municipal Clerk leadership, the 2020 Annual Conference in St. Louis will offer an opportunity for members to gather and reflect on their impact in their communities and improve their roles for the future. We will engage in exceptional learning experiences to help advance professional development, individual productivity and organizational effectiveness.

The IIMC Annual Conference is dedicated to providing an education and networking experience for Municipal Clerk professionals. Innovative learning formats and engaging spaces allow you to align your education to your own personal needs, interests and learning level. As you administer your own education experience with your professional objectives in mind, you will be able to challenge yourself to explore new formats and find fun in your learning. For four days you also will be part of an extensive learning community.

As Municipal Clerks, you are the gateway to city hall and are, unequivocally, one of the team members the elected officials count on to make sure public meetings, public records, elections and special projects operate smoothly. This requires you to engage in continuing professional development, education and networking to keep abreast of changing trends.

In St. Louis, Delegates will hear keynote speakers who will speak to you about Working Smarter, Instead of Harder and Mindful Leadership: Walking the Talk & Developing Self-Awareness. Other Education highlights include four Athenian Dialogues, six Academy Sessions and a bevy of concurrent sessions that include: Self-Inflicted Overload; Creating a More Resilient Workplace; Communication Strategies to Make a Meaningful Impact; Creating a Positive Work Culture Through Authentic Appreciation; DREAM-to-DO; Bust Your Signature Move; Advanced Parliamentary Procedures; Boards and Commissions: The Good, The Bad and The Ugly!; Developing Future Leaders Within Your Organization; Armed with Awareness: Recognizing Workplace Threats Before Problems Arise; and Parliamentary Perplexities: At Least 50 Shades of Gray!

All of these sessions can help you and your community to stay ahead of a challenging and fluctuating environment. Of course, there will also be numerous opportunities to network and connect with colleagues from throughout the world.

If you’ve been to an IIMC Annual Conference in the past, we commend your commitment to continuing education and look forward to seeing you in St. Louis in May 2020. If you’ve never attended an IIMC Annual Conference, then make St. Louis your first of many and come join the learning community.
Meet Us in St. Louis!

The last time IIMC held its annual conference in Missouri was in 2001 in Kansas City. We would like to welcome you back to Missouri and for the first time ever to St. Louis, the gateway to the West! The Missouri City Clerks are honored to be hosting this event and hope that you will get to do some sightseeing after taking part in the amazing education program IIMC has planned for our conference.

St. Louis is most recognized by the Gateway Arch and our host hotel is located directly across from the National Park that is the Arch grounds. The entire area has been renovated to allow for visitors to walk from the hotel to the Arch grounds as well as another recently added venue, Ball Park Village. Within a short distance, we have our world-famous St. Louis Zoo, the Botanical Gardens, Forest Park, the brand-new Aquarium and Ferris Wheel at Union Station and so much more.

As we all know, networking plays an important role in our conference experience. Be sure to bring your city pins and open up those conversations with as many of your peers as possible to gain insights on our unique profession. Networking should also include our always loyal vendors, who do so much to support our Organization, so make sure you check out the exhibit hall and chat with them.

We are working hard to plan an educational and memorable event for you and we look forward to meeting all of you... So... Meet Us in St. Louis in 2020!

Sincerely,

Karen Goodwin, MMC
City Clerk/Host Clerk
City of Florissant, MO

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2019 IIMC Annual Conference Grants – Two Grants Per Region

Did you know that IIMC and the Foundation give away **22 Complimentary Conference Registrations** each year to IIMC Members? Two grants per region are awarded to those that qualify.

It’s easy to apply. Complete the online Conference Grant Application and all required supporting documentation.

If awarded a Conference Grant, the IIMC Foundation will cover the cost of your Conference Registration. It will be your responsibility to cover all other expenses including travel and accommodations.

**To be considered, your application must be completed online by Wednesday, February 12, 2020.**

Visit [www.iimefoundation.com](http://www.iimefoundation.com). Go to Scholarships and Grants.

For questions regarding the Conference Grant program, please contact Ashley DiBlasi, Assistant Director of Professional Development, at Ashley@iimc.com.
It’s the nation’s tallest monument, soaring 630 feet above the Mississippi River, 886 tons of stainless steel welded into a seamless curve, assembled with such precision that if either leg had veered off by just one-sixty-fourth of an inch, the two legs couldn’t have been joined in the middle. The strong, elegant shape of the Gateway Arch represents a door to the western part of the country but, more importantly, in 2020, it represents a gateway to education and opportunity.

Each one of us has stood at the opening of a gateway faced with a decision and potential life changing experiences tempting us from the other side. But how many of us actually walk through? Whatever the circumstances or rationale may be, so many individuals consciously choose not to take that step and see what lies on the other side.

In 2020, IIMC invites you to take that first step, walk through this gateway of opportunity and “Meet Me in St. Louis!” Waiting for you on the other side are opportunities for personal and professional development, networking and education programs intended to spark innovations that would rival those at the 1904 World’s Fair. Seize this opportunity to propel you and your municipality through old ways of conducting organizational business and into new ways of thought, service and community engagement.

We look forward to welcoming you to the 2020 IIMC Annual Conference in St. Louis, Missouri… “Your Gateway to Education.”

Master Municipal Clerk (MMC) Academy Sessions
In 2020, IIMC will offer six (6) four-hour pre-conference Master Municipal Clerk Academy (MMC) Sessions. The topics offered will include Meeting Management, Conflict Management, Employee Appreciation, Resilience, Influence & Impact and Information Security.

Attendees must pre-register for Academy sessions that are open to members pursuing both the CMC and MMC designations. Each Academy Session is worth two (2) CMC Education points or two (2) MMC Advanced Education points. To receive points, each participant is required to complete a learning assessment.

Saturday, May 16, 2020 7:30 a.m. - 11:30 a.m.
Fee: $179.00

Stop the Insanity!
Strive to Thrive in Your Meetings
Debi Wilcox
Retired Regional Clerk
Meeting Solutions, Inc.
Collingwood, Ontario, Canada

Have you ever tried to improve your meeting structure or skills but the thought is overwhelming when you think of all the rules? Stop the Insanity – Strive to Thrive in your Meetings has been designed specifically for the Municipal Clerk (by a long time Clerk!)

Every municipality has a different dynamic and culture, but meetings are at the core of public participation and effective decision making. How Clerks can be facilitators in enhancing meetings for a cohesive, participatory and engaging platform for elected officials and the public is critical for their success in this complex and demanding role.

This session will delve into the 5 Pillars of Meeting
Mastery utilizing a meeting diagnostic toolkit that covers the core principles and competencies of meetings, agendas, parliamentary procedure, minutes and the narrative. Utilizing case studies and reviewing evidence-based practices that have been proven to improve meetings, participants will go through the toolkit to understand meeting mechanics such as how the structure and design of agendas can make or break a meeting, meeting villains, and what to do about them, the effectiveness of the CARE method of decision making for elected officials, and how to implement, design, and execute a 5-star meeting system utilizing technology to your advantage.

Pre-registration and payment of a $179.00 fee is required to attend this Academy session. Utilizing case studies and reviewing evidence-based practices that have been proven to improve meetings, participants will go through the toolkit to understand meeting mechanics such as how the structure and design of agendas can make or break a meeting, meeting villains, and what to do about them, the effectiveness of the CARE method of decision making for elected officials, and how to implement, design, and execute a 5-star meeting system utilizing technology to your advantage.

Participants will also discover their preferred style of conflict management, the other preferred styles of conflict, and the advantages and disadvantages of each.

Using real world examples, participants will work through all aspects of recent work conflicts including the source of the conflict; their strategy (preferred conflict style); and what, if anything, could have been done differently. Join highly requested 2019 speaker, Eric Robinson, and uncover the hidden benefits of drama and conflict in your municipality.

Pre-registration and payment of a $199.00 fee is required to attend this Academy session. Pre-work that must be purchased and completed prior to the session. To receive certification points, each participant is required to complete a learning assessment. This session is limited to 30 registered delegates.

Saturday, May 16, 2020 12:30 p.m. - 4:30 p.m.
Fee: $199.00

The New Frontier of Information Governance: Cybersecurity

Jannette Goodall, MMC
City Clerk/Records Manager, Austin, Texas
Elaine Nicholson
Assistant City Attorney, Austin, Texas
Wendi White
Deputy Chief Information Security Office, Austin, Texas

Municipal Clerks have for years been responsible for the management, preservation, and recovery of municipal records and information. At the same time, municipal governments are experiencing an increased threat to the loss of records and data as the result of poor management of outsourced information, email scams, employee miss-management, and cyber-attacks. Municipal governments must now not only prepare for the natural disaster but for events such as phishing scams, theft of laptops, and the dreaded ransomware attack. If you think the responsibility
for information security rests only with your IT department, think again. Municipal Clerks must be part of the information security discussions, after all how do we protect or recover information if we do not know what we have? Information security is the new frontier for disaster planning and recovery.

This session will provide opportunities for interactive discussions allowing participants to learn from each other and will cover the following topics:

- What are the types of threats faced today?
- What impact has cloud storage and outsourcing services had?
- Who and how often do you conduct training and what is included?
- How do you know what records were impacted?
- What do you do following a data breach?
- What privacy regulations impact your organization?
- How do these privacy regulations impact your operating procedures for areas such as public information requests and records management/ destruction of records?

Change is not always welcomed, especially when an unexpected shift occurs. Change can propel or paralyze, can challenge the norms and spur action. Change is inevitable. It does not discriminate. No person is immune to the good, bad and ugly of what change offers and depending on your perspective, change can be positive or negative.

Learning how to cope and adapt to change can be beneficial personally and professionally. Join Joyce E. Brooks, a woman all too familiar with change and making shifts as she teaches you how to effectively manage change and not resist it. As a breast cancer survivor, widow, successful professional and mother of two, Joyce brings her personal experiences into the classroom with her and will show you first hand, how one’s perception can affect how well one adapts to change and how individual responses to change can impact an organization’s success.

When planning the 2019 Annual Conference in Birmingham, Alabama, the Education Department hired a speaker to talk about change, perspective and moving forward. Unfortunately, before the session went to print, the Department received a phone call from Joyce E. Brooks, sharing that she was diagnosed with breast cancer for the second time and would not be able to join us in Birmingham. This year, Joyce will be joining us in St. Louis, Missouri! Don’t miss your chance to register for this Academy session!

Education Department

Pre-registration and payment of a $179.00 fee is required to attend this Academy session. To receive certification points, each participant is required to complete a learning assessment. This session is limited to 30 registered delegates.

Shift Happens: It Ain’t Over!

Joyce E. Brooks
Brooks Consulting, LLC.
Hoover, Alabama

What happened to phone booths? When did pets start wearing sweaters? Why did airlines start serving peanuts and pretzels? The answer to these questions boils down to one word, change.
Future-Proof Brand YOU!

Haydee Antezana
Professional Impressions Expert
Haydee Antezana International
Temecula, California

The world is full of brilliantly smart people that sadly we will never know simply because, despite how smart they may be, they don’t know how to future-proof their brand. Yes, you have a personal brand whether you are aware of it or not.

To be a successful leader in this highly competitive, fast-paced, look-at-me cultural shift of a world we live in, you need to be 3 steps ahead. Have you heard the saying, “You never get a second chance to make a good first impression?” You and your municipality may be losing valuable opportunities daily without even knowing it. Think about the various audiences you have in your life: supervisors, co-workers, your governing body, vendors, the media and the citizens that you serve. If they had to list 3-5 words to describe you, what would they say? And, would their answers align with the words you would use to describe yourself? Perception is everything, especially in public service.

Join Personal Impressions Expert, Haydee Antezana as she walks you through how to fight against weapons of mass distraction and package yourself for success. If you are looking to create new opportunities and reach new levels of success as a powerful leader in your community, don’t miss this interactive and insightful academy session.

Pre-registration and payment of a $179.00 fee is required to attend this Academy session. To receive certification points, each participant is required to complete a learning assessment. This session is limited to 30 registered delegates.

Improving Staff Morale with the 5 Languages of Appreciation

Dr. Paul White
Psychologist | Speaker | Leadership Training
Appreciation at Work, Wichita, Kansas

Although 90% of organizations (including government agencies) have some type of employee recognition activities, employees still report high levels of not feeling valued. Discover the difference between “going through the motions” employee recognition and authentic appreciation. Learn the core components needed for employees to feel truly valued and how to use the 5 Languages of Appreciation practically in everyday work life.

This session will go deep, covering issues such as how remote employees need to be shown appreciation, the generational differences regarding appreciation, and how to communicate genuine appreciation to difficult colleagues. Obtain practical tools and resources to teach your staff how to encourage their colleagues in the ways that are meaningful to each individual, and create a more positive workplace culture in the process!

Pre-registration and payment of a $179.00 fee is required to attend this Academy session. To receive certification points, each participant is required to complete a learning assessment. This session is limited to 30 registered delegates.
Working Smarter, Instead of Harder

Dr. Nick Bontis, Ph.D.
Award-winning Professor of Strategic Management, McMaster University
Director, Institute for Intellectual Capital Research
3M National Teaching Fellow
Toronto, Canada

Monday, May 18, 2020
1:00 p.m. – 2:30 p.m

Information bombardment is the single most damaging threat to personal productivity and team collaboration. But it doesn’t have to be this way. Why not transform this threat into a sustainable competitive advantage for you and your organization? During this enlightening and action-packed presentation, you will learn how to:

• Cope with information bombardment;
• Improve your ability to manage change;
• Lift productivity and efficiency;
• Speed up innovation through collaboration;
• Determine what leadership action you can take tomorrow.

Dr. Nick Bontis is ranked among the Top 30 management gurus in the world and is considered an expert in the areas of intellectual capital, knowledge management and organizational learning. He is recognized by Tom Stewart, the former Editor of Harvard Business Review and Fortune Magazine as “a pioneer and one of the world’s real intellectual capital experts.” Maclean’s Magazine has rated him as one of McMaster University’s most popular business professors for the last six years in a row! His new book is entitled Information Bombardment: Rising Above the Digital Onslaught. He is also a 3M National Teaching Fellow, an exclusive honor only bestowed upon the top university professors in the country; often referred to as the Nobel Prize for teaching!

Mindful Leadership: Walking the Talk & Developing Self Awareness

Pandit Dasa
Mindful Leadership Expert
Work Mindful Corp.
Jersey City, New Jersey

Tuesday, May 19, 2020
8:30 a.m. – 10:00 a.m

“Be the change you wish to see in the world.” Gandhi

Whether in our personal or professional lives, we all have the ability to become better leaders. Mindful Leadership Expert and former Monk, Pandit Dasa is here to help us do just that. During your time with Pandit, he will present the scientific research on Mindfulness and how it can be used by your organization to create a more positive work environment.

Imagine an environment where ego battles aren’t driving your organization down and where individuals are willing to put aside their own self-interest for the sake of the greater good. Imagine that where everyone around you is willing to appreciate the contributions of their co-workers instead of feeling threatened by them. A mindful leader is one who is able to create that environment while providing constructive feedback balanced with a healthy dose of appreciation.

Get ready to take a deep breath with Pandit and to step through the gateway and into a new way of thinking... a more mindful way of thinking and leading.

Pandit Dasa is a Mindful Leadership Expert. He has spoken on Mindful Leadership and conducted workshops at Google, IBM, JPMorgan Chase,

Continued on page 9
Citibank, State Farm, Bank of America, Nationwide, Intel, Novartis, The World Bank, UBS, Royal Bank of Canada, AMC Theatres, UNICEF, Bank of Montreal, Harvard, Columbia University, and many other institutions. He has also presented at the World Government Summit in Dubai, the National SHRM convention, SHRM Arkansas, Oracle HCM conference, ATD2018, LEAD2017 and the WorkHuman Conferences. At these workshops, Pandit presents the research on Mindfulness and explains the importance of leading by example, appreciation, communicating mindfully and managing one’s emotions. He also engages the audiences in various breathing and focusing exercises that individuals will be able to implement at work and at home. Through these workshops, Pandit helps individuals develop positive leadership qualities, lower stress and anxiety, increase focus and productivity, and boost emotional intelligence. Pandit has spoken at a TEDx conference and has been featured in the Wall Street Journal, PBS, NPR, The New York Times, Psychology Today and writes for The Huffington Post. In his book, Urban Monk, Pandit writes about the turning point in his life that came after his family lost their multimillion-dollar business, which ultimately led him to living as a monk for 15 years in New York City. He uses his training and experiences to help corporate and student audiences manage stress and develop a work-life balance.

The IIMC Foundation and St. Louis!

The Foundation will again hold the popular “Silent Auction” in St. Louis. Be on the lookout for auction items to donate and come prepared to bid early and often. There will be opportunities to win a trip to Hawaii, beautiful jewelry and to participate in daily fundraising endeavors. Be sure to partake in all! The Foundation is selling its annual Foundation T-Shirt. You can order one through the Conference Registration Form on page 23.

Funds raised by the Foundation go to support Municipal Clerks Education programs through scholarships and learning opportunities as well as fund speakers and education sessions at the IIMC Annual Conference. Since 1984, the Foundation has awarded or contributed more than $1 million to educate Municipal Clerks. The 2019 IIMC Conference in Birmingham raised approximately $30,000 toward Clerk Education. Let’s keep the momentum going.

Future E-Briefings and News Digests will have more information on the Foundation’s fundraising activities in St. Louis.

Institute Directors - Education Chairs Colloquium

Sunday, May 17 • 8:00 a.m. to 4:00 p.m.

Institute Directors and State/Provincial/National Education Chairs convene to discuss current issues affecting IIMC’s Certification Institutes and Academy programs, share ideas, innovations and suggestions for Municipal Clerk education improvement.
Athenian Leadership Society Dialogues

Athenian Dialogues are conversations that go far beyond the usual knowledge, recall and application process. These profoundly personal sessions delve deep into the leadership principles and practices found within the incredible stories you will see below.

If you have never attended an Athenian Leadership Society Dialogue before, IIMC invites you to experience the excitement for yourself in St. Louis. If you are already a Dialogue Veteran, we welcome you back and hope you will find the selections below to be enticing, thought-provoking, timely and as memorable as the unique stories embedded in the pages.

Athenian Leadership Society Dialogues are limited to a minimum of 10 participants and a maximum of 30 participants per session on a first-come, first-served basis. Each Dialogue is worth 3 CMC Education or 3 MMC Advanced Education points with the completion of a learning assessment. Participants are required to purchase and read the book prior to the session. Due to the pre-work that is involved (reading of the book), on-site registrations are not permitted.

From Ed Catmull, co-founder (with Steve Jobs and John Lasseter) of Pixar Animation Studios, comes an incisive book about creativity in business. Creativity, Inc. is a book for managers who want to lead their employees to new heights, a manual for anyone who strives for originality, and the first-ever, all-access trip into the nerve center of Pixar Animation—into the meetings, postmortems, and “Braintrust” sessions where some of the most successful films in history are made. It is, at heart, a book about how to build a creative culture—but it is also, as Pixar co-founder and president Ed Catmull writes, “an expression of the ideas that I believe make the best in us possible.”

For nearly 20 years, Pixar has dominated the world of animation, producing such beloved films as Toy Story, Monsters, Inc., Finding Nemo, The Incredibles, Up, and WALL-E, which have gone on to set box-office records and garner thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable.

As a young man, Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his founding Pixar with Steve Jobs and John Lasseter in 1986. Nine years later, Toy Story was released, changing animation forever. The essential ingredient in that movie’s success was the unique environment that...
Early in the 18th century, Napoleon’s dream of establishing a French-colonial empire in North America began to collapse. Unsuccessful attempts to put down a revolt in Saint-Dominique, and escalation of the conflict with the United Kingdom, created a financial crisis for France. These events led to the sale of the Louisiana Territory to the United States for $15,000,000. With this purchase, the United States acquired 828,000 square miles, which nearly doubled its size. President Jefferson wanted control of the Mississippi River port of New Orleans and with the Louisiana Purchase he got New Orleans plus a land connection all the way to the Pacific Ocean.

In 1803, Jefferson commissioned the Corps of Discovery as a unit of the United States Army and named his personal secretary, Captain Meriwether Lewis to lead the expedition from Wood River, IL, to the Pacific Ocean. Captain Lewis chose William Clark as his co-leader. In May 1804, the Lewis and Clark Expedition departed from Camp Dubois at Wood River, beginning the two-year, four month and ten-day trek to the Pacific Ocean. Undaunted Courage is their story.

It is about heroism, tragedy, continental expansion and the subsequent shaping of America. It is a story that reveals the intellectual curiosity of President Jefferson and his dedication to building a great nation spanning more than 2,600 miles between two great oceans. Its story is told through a cast of characters that include numerous Indian Chiefs, an amazing Shoshone Indian girl, Sacagawea, and the leaders of the Corps of Discovery, Meriwether Lewis and William Clark. At that time, no one knew what to expect in the wilderness that included a vast continental prairie, insurmountable mountains, and a wild northwest river that carved out its route from the Rocky Mountains of British Columbia to its Pacific estuary, at the border of modern-day Oregon and Washington. In the early 18th century, many believed dinosaurs wandered the western landscape of North America and believed its indigenous people were savage, warlike and lacked any ability to function as a society. The uncertainty and danger that faced The Corps of Discovery has only one parallel and that is the modern-day NASA Space Program.

With courage and determination, Lewis and Clark led a successful expedition to and from the Pacific Ocean. The most notable testimony to their leadership and survivor skills is that they completed this incredible journey suffering the loss of only one member of their expedition.

Pre-registration (onsite registrations are not permitted) and payment of a $110.00 fee is required to attend this Athenian Leadership Society Dialogue. To receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Friday, May 1, 2020.
The year was 1994 and Jeff Bezos was working diligently on Wall Street. At 30 years old, he began to see the internet revolution take place, and made the decision to quit his job and start an internet company. “There’s no guarantee that Amazon.com can be a successful company. What we’re trying to do is very complicated,” said Jeff Bezos in 1999, just five years after launching the online firm.

“Amazon” as it was called started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn’t content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that’s never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech’s other elite innovators--Jobs, Gates, Zuckerberg--Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing and transforming retail in the same way Henry Ford revolutionized manufacturing.

Today, 25 years later, Amazon is one of the most valuable public companies in the world, with Bezos now the world’s richest man, thanks to his invention. What started as an online book retailer has become a global giant, with membership subscriptions, physical stores, groceries for sale, its own smart devices and a delivery system which can get things to customers in just an hour. So, what did it take to build the Amazon empire?

The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

Pre-registration (onsite registrations are not permitted) and payment of a $110.00 fee is required to attend this Athenian Leadership Society Dialogue. To receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Friday, May 1, 2020.

Sunday, May 17, 2020
9:00 a.m. – 4:00 p.m
Fee: $110.00

Consent to Use of Photographic Images

Registration and attendance at the IIMC Annual Conference sessions, meetings, events and other activities constitutes an agreement by the registrant to IIMC to use and distribute (both now and in the future) the registrant’s or attendee’s image or voice in photographs, videotapes, DVDs, electronic reproductions and audiotapes of such events and activities.
One Giant Leap: The Impossible Mission That Flew Us to the Moon
by Charles Fishman

Facilitated by:
Charles E. Tokar, MMC
Mayor/Retired Village Clerk
Chicago Ridge, Illinois

President John F. Kennedy astonished the world on May 25, 1961, when he announced to Congress that the United States should land a man on the Moon by 1970. No group was more surprised than the scientists and engineers at NASA, who suddenly had less than a decade to invent space travel.

When Kennedy announced that goal, no one knew how to navigate to the Moon. No one knew how to build a rocket big enough to reach the Moon, or how to build a computer small enough (and powerful enough) to fly a spaceship there. No one knew what the surface of the Moon was like, or what astronauts could eat as they flew there. On the day of Kennedy’s historic speech, America had a total of fifteen minutes of spaceflight experience—with just five of those minutes outside the atmosphere. Russian dogs had more time in space than U.S. astronauts. Over the next decade, more than 400,000 scientists, engineers, and factory workers would send 24 astronauts to the Moon. Each hour of space flight would require one million hours of work back on Earth to get America to the Moon on July 20, 1969.

Fifty years later, One Giant Leap is the sweeping, definitive behind-the-scenes account of the furious race to complete one of mankind’s greatest achievements. It’s a story filled with surprises—from the item the astronauts almost forgot to take with them (the American flag), to the extraordinary impact Apollo would have back on Earth, and on the way we live today.

Charles Fishman introduces readers to the men and women who had to solve 10,000 problems before astronauts could reach the Moon. From the research labs of MIT, where the eccentric and legendary pioneer Charles Draper created the tools to fly the Apollo spaceships, to the factories where dozens of women sewed spacesuits, parachutes, and even computer hardware by hand, Fishman captures the exceptional feats of these ordinary Americans. One Giant Leap is the captivating story of men and women charged with changing the world as we knew it—their leaders, their triumphs, their near disasters, all of which led to arguably the greatest success story, and the greatest adventure story, of the twentieth century.

Pre-registration (onsite registrations are not permitted) and payment of a $110.00 fee is required to attend this Athenian Leadership Society Dialogue. To receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Friday, May 1, 2020.

Call for Conveners
IIMC would like to extend the opportunity to all IIMC members attending the 74th IIMC Annual Conference to get involved in the conference education program by acting as a session Convener. To receive more information regarding the requirements and to volunteer, please complete the Education Program Volunteer Form found on IIMC’s website under the “Conference” tab. If you need assistance locating the form, please contact Kellie Siggson at kellie@iimc.com.
Concurrent Education Sessions to Look Forward To!

- Self-Inflicted Overload: A Session for Overworked Municipal Clerks
- Creating a More Resilient Workplace
- Level Up Your Performance: Communication Strategies to Make a Meaningful Impact and Productive Days
- How to Build a High Functioning Team Out of Your Existing One
- Maximizing your Effectiveness in your Organization
- Creating a Positive Work Culture Through Authentic Appreciation
- DREAM-to-DO
- Bust Your Signature Move
- Advanced Parliamentary Procedures
- Boards and Commissions: The Good, The Bad and The Ugly!
- Developing Future Leaders Within Your Organization
- Armed with Awareness: Recognizing Workplace Threats Before Problems Arise
- Parliamentary Perplexities: At Least 50 Shades of Gray!

POiNTS FOR ATTENDING 2020 IIMC CONFERENCE

Attending all 16 hours of Education (Monday through Wednesday) in St. Louis, Missouri will earn you EIGHT CMC EDUCATION or EXPERIENCE points, or EIGHT MMC ADVANCED EDUCATION or PROFESSIONAL and SOCIAL CONTRIBUTION points.

MASTER MUNICIPAL ACADEMY POINTS (Saturday, May 16 and Sunday, May 17)

Master Municipal Clerk Academy participants can earn two (2) points for each Academy attended and completed (including required assessment) for a possible total number of eight (8) points.

ATHENIAN DIALOGUES (Saturday, May 16 and Sunday, May 17)

Athenian Dialogue participants can earn three (3) points for each Dialogue attended and completed (including required assessment) for a possible total number of six (6) points.

IIMC Foundation T-Shirts

The IIMC Foundation is getting into the spirit of the Annual Conference and its fundraising efforts. To help in their efforts to raise funds, the Foundation is offering unisex cotton T-shirts in blue and gold. The cost is $25.00US and you can order one or more through the Registration Form in this preliminary program.

Help do your part and give to the IIMC Foundation. It’s win-win for everyone: You get a T-shirt and your funds help you or one of your colleagues get an education scholarship.
As if having one of the most iconic structures in America wasn’t enough, St. Louis is home to a second – and this one has been reinvented...again!

The first train pulled into St. Louis Union Station on September 1, 1894 at 1:45 p.m., ushering in a new and exciting time for St. Louis. The City known for being the gateway to the West suddenly became a gateway to all of America. Over the next several years, Union Station would become one of the largest and busiest passenger rail terminals in the world transporting passengers such as President Harry Truman, Joe DiMaggio, Joan Crawford and St. Louis baseball teams the Browns and the Cardinals. The station saw some of its highest traffic during the World’s Fair of 1904 and World War II. The final passenger train departed on October 31, 1978 at 11:38 p.m., closing the first chapter in the station’s history. While St. Louis Union Station lay dormant for a time, St. Louis itself continued to grow, bringing Busch Stadium, the Enterprise Center and City Museum right around the corner.

Rather than let the grand architecture of Union Station go to waste, the building found new life. Converted in the early 1980s, Union Station now features the stunning four diamond St. Louis Union Station Hotel and The Grand Hall at Union Station. The Train Park currently includes beautiful festival space – home to the Polar Express, food outlets, an outdoor plaza and fire and light show. The destination continues to flourish with the construction of the St. Louis Aquarium, St. Louis Wheel, Carousel, Mini Golf, Ropes Course and Mirror Maze.

Celebrate the 125th anniversary of this National Historic Landmark and experience all that St. Louis Union Station has to offer by joining IIMC for this Offsite Concurrent Education Session. Don’t miss your opportunity to hear firsthand how Union Station has fused nostalgia and renovation creating a travel destination that echoes the building’s original purpose of exploring in a new direction.

Pre-registration (onsite registrations are not allowed) and payment of a $60.00 fee is required to attend this Offsite Concurrent Education Session. This session is limited to 100 pre-registered delegates per time slot (200 delegates total). Delegates must register by Friday, May 1, 2020. Registrations will be accepted on a first-come, first-served basis.
*2020 Conference At-A-Glance

All education sessions, meetings, opening ceremony, annual banquet, exhibit hall, silent auction and registration will be held in the Hyatt Regency Hotel. The All Conference Event will be offsite on Tuesday, May 19 at the Gateway Arch.

Saturday, May 16
- Conference Registration Opens
- 2019/2020 IIMC Board of Directors Meeting
- Foundation Board of Directors Meeting
- Athenian Leadership Society Dialogues
- Academy Sessions

Sunday, May 17
- Conference Registration
- Athenian Leadership Society Dialogues
- Academy Sessions
- Institute Directors Colloquium
- Exhibit Hall Opens/Foundation Silent Auction – Exhibit Hall
- State/Provincial/National Association Presidents Roundtable
- Committee Leadership Orientation
- First Time Delegate Orientation Meet and Greet
- Presidents Opening Networking Reception – Exhibit Hall

Monday, May 18
- Grab and Go Breakfast
- Opening Ceremony
- Institute Directors Meeting
- Region Meetings
- General Session
- Exhibit Hall Grand Opening/Luncheon
- Concurrent Sessions
- On Your Own – Region Dinners

Tuesday, May 19
- General Session
- Luneh with Exhibitors
- Concurrent Sessions
- All-Conference Event

Wednesday, May 20
- Annual Business Meeting Breakfast
- Annual Business Meeting
- 2020/2021 IIMC Board of Directors Meeting
- Lunch on your own
- Concurrent Sessions
- Annual Reception
- Annual Banquet

*Schedule Subject to Change

Annual Reception/Banquet
This special evening is a fitting culmination to say goodbye to friends and to reflect on your Conference “highs.”

When: Wednesday, May 20
What: Annual Reception
Time: 6:30 p.m.
Where: Hyatt Regency Hotel

When: Wednesday, May 20
What: Annual Banquet
Time: 7:30 p.m.
Where: Hyatt Regency Hotel

*Times are tentative and subject to change
 Highlights of the Week

◆ **Board of Directors Meeting**
The current IIMC Board of Directors will meet on Saturday, May 16. The newly elected 2020/2021 Board will convene on Wednesday, May 20. Meetings are open to all Delegates.

◆ **Region Meetings – Monday Morning**
Region meetings will be held on Monday, May 18. All Delegates have an opportunity to attend, participate and receive the latest IIMC news from your Region Directors.

◆ **Annual Business Meeting**
  **Wednesday Morning**
This is a wonderful opportunity to learn first-hand what’s going on with your Organization. The IIMC Annual Business Meeting will convene for breakfast on Wednesday, May 20. The agenda will include the results of the membership election of IIMC Vice President (if necessary), Amendments to the Constitution (if any), adoption of resolutions, Association business and other related matters. Members who wish to have resolutions considered at the Annual Business Meeting must submit them in writing to IIMC Headquarters at least 30 days (by April 20, 2020) before the Annual Conference.

◆ **Exhibit Hall Information**
  **Hyatt Regency Hotel**
The IIMC Exhibit Hall officially opens its doors on Sunday, May 17, with the Grand Opening/Luncheon scheduled for Monday, May 18. IIMC encourages you to work the Hall, get to know the Exhibitors and learn about the diverse government products and services available to the Municipal Clerk’s Office. Refreshment breaks are scheduled in the Hall while it’s open. Here are other events in the Hall:
  • Sunday, May 17  Exhibit Hall Opens
  • Sunday, May 17  Networking Reception
  • Monday, May 18  Refreshment Breaks (AM/PM)

◆ **First-Time Delegate Meet and Greet Orientation**
Is this your first IIMC Annual Conference? Do you need more information about IIMC? If you’ve answered yes to either of these questions, then the Orientation Session is for you. Join the veteran IIMC Conference crew Sunday, May 17, for helpful hints on the Conference schedule; selecting Conference workshops; ways to become more involved with IIMC; and answers to questions many new Delegates hesitate to ask. For more information, contact Member Services Director Janis Daudt at janis@iimc.com.

◆ **Opening Ceremony**
The Opening Ceremony will be held on Monday, May 18 – 8:00 a.m. to 10:00 a.m. This morning’s event will feature many highlights including the Parade of Flags, Awards, special keynote speakers, and more.

◆ **All-Conference Event – Tuesday Evening**
For more information on this evening’s exciting event, please see page 18

  When:  Tuesday, May 19
  What:  All-Conference Event
  Time:  7:00 p.m.
  Where:  St. Louis Gateway Arch

*Times are tentative and subject to change*
Tuesday night’s All-Conference Event will be held at the newly renovated Gateway Arch. The Arch is a short walk from the host hotel through a scenic park area. The event will feature dinner and drinks, live music with dancing, tram rides to the top of the Arch, access to the museum and the gift shop will be open.

When: Tuesday, May 19
What: Gateway Arch
Time: 7:00 p.m. - 10:00 p.m.
Attire: Casual

The Museum at the Gateway Arch features interactive and engaging exhibits that focus on St. Louis’ role in the westward expansion of the United States, completely replacing the original museum that opened in 1976. Features of the new museum include:

- Colonial St. Louis
- Jefferson’s Vision
- The Riverfront Era
- Manifest Destiny
- New Frontiers
- Building the Gateway Arch
Explore St. Louis

The Missouri Park That Will Make You Feel Like You Walked Into A Fairy Tale

Everyone loves a good fairy tale, but what if you could visit a place that makes you feel as though you have walked right into a great fairy tale story? Bee Tree Park in south St. Louis County is so beautiful you may forget that you’re not in a dream. This park has stunning gardens, a beautiful 20th-century mansion, breathtaking views, and fun recreational opportunities.

The mansion on the park grounds was constructed in 1929 by Southwestern Bell Telephone Company founder, Eugene Nims. Situated on the banks of the Mississippi River this mansion was simply a weekend retreat for Mr. Nims, who was an avid gardener. Nims actually started the gardens that still surround the property.

Animals are Great at the St. Louis Zoo

Missouri Botanical Garden

This stunning conservatory has become a symbolic image of the Missouri Botanical Garden. The geodesic domed structure was inspired by the futuristic design of R. Buckminster Fuller. Covering over a half-acre, the Climatron is an ever-changing, impressive display all year long.

www.stlouisco.com/Parks-and-Recreation/Park-Pages/Bee-Tree

www.stlzoo.org

www.missouribotanicalgarden.org
Conference Discount Program Offers Plenty Of Savings

There are several ways you and your municipality can save money on the Delegate Registration Fee. To qualify, you MUST BE AN IIMC MEMBER and fit in one of the following categories:

1) **$50.00 DISCOUNT FOR FIRST-TIMERS**
A FIRST-TIMER is an IIMC Member who has NEVER ATTENDED an IIMC Conference. If St. Louis, Missouri will be your FIRST IIMC CONFERENCE, you will receive a $50.00US discount off the Delegate Registration Fee.

2) **$50.00 DISCOUNT FOR REGIONS VI & VII MEMBERS**
If you are a Municipal Clerk in Region VII (IL, KS, MO) or Region VI (IA, MN, WI), you will receive a $50.00US discount off the Delegate Registration Fee.

3) **REGION X MEMBERS**
Delegates pay a flat rate of $460.00US Early Bird. No other discounts will apply.

4) **REGION XI MEMBERS (Outside North America)**
Delegates pay a flat rate of $395.00US Early Bird. No other discounts apply.

5) **SAVE DOLLARS ON ADDITIONAL ACADEMIES**
Pay for one Academy at the regular fee of $179.00US and receive $50.00US discount for each additional Academy.

6) **TWO OR MORE DELEGATES DISCOUNT (Regions I-IX)**
First Delegate from Municipality pays $600.00US Early Bird fee minus any discounts that apply ($650.00US after Early Bird). Additional Delegates from same Municipality will pay $485.00US Early Bird. After Early Bird, the fee will be $535.00US (no other discounts apply).

**NOTE:** Discounts apply ONLY to the full Conference Delegate Registration Fee and not to any other Conference category or area. Discounts DO NOT apply to Retirees, Guests, Non-Members, Institute Directors, Exhibitors, Single-Day Registration, Individual Tickets, All-Conference Event, Meal Functions, etc.

DELEGATES CAN AUTOMATICALLY DEDUCT THEIR DISCOUNTS ON THEIR CONFERENCE REGISTRATION FORM. Questions: contact Janis Daudt at Janis@iimc.com or Tammy Storrie at tammys@iimc.com.

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**Help us make the 2020 Conference in St. Louis the largest IIMC Conference ever.**

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**AVIS**

IIMC’s Official Rental Car Supplier

Avis is IIMC’s rental car supplier for the 74th Annual Conference in St. Louis, MO.

Attendees wishing to rent a car are eligible to receive discounts from Avis. If you’re an IIMC member, you can use one of the options below:

1) **Call Avis at (800) 331-1600 to make reservations.** Delegates should provide Avis reservation agents with the AWD number to ensure they receive the best available car rental rates.
   - Avis Worldwide Discount (AWD) Number is **X248099**. The AWD will be effective from seven days prior to the event until seven days after the event.

2) **Go to link www.iimc.com. Click on Conference.**
   - Your AWD number will automatically be placed in the reservation detail.
DOMINATE THE DIGITAL WORLD

AT THE 74TH IIMC ANNUAL CONFERENCE

BY DOWNLOADING THE IIMC SMARTPHONE MOBILE APP

SIMPLY SEARCH "IIMC" IN THE APPLE APP STORE OR GOOGLE PLAY STORE TO GET STARTED
Conference Registration and Housing

Use the Conference Registration Form in this Program or online to register for the Conference in St. Louis and refer to the back of the Program to reserve your Hotel room for the 2020 IIMC Annual Conference.

Payment and registration form must be received by Monday, March 30, 2020 to receive the Early Bird Fee. You can either FAX (909/944-5545) or mail your Conference Registration Form with your payment to IIMC Headquarters. You can also complete it online at www.iimc.com. IIMC will not accept telephone registrations. In this Program, you’ll find:

1) An IIMC Conference Registration Form to be completed and returned to IIMC Headquarters with payment. IIMC will confirm your Conference registration by email. NOTE: IIMC Members are not eligible for guest registration fees. Registration forms will not be accepted without payment.

2) Housing Information on back cover. Delegates must make their own reservation by contacting the Hotel (SEE BACK COVER FOR MORE INFORMATION). DO NOT SEND YOUR HOUSING RESERVATION TO IIMC HEADQUARTERS.

The Registration Package fee for IIMC Members, Associate Members, Retired Members and Non-Members includes:

- Opening Reception
- Opening Ceremony
- Grab & Go Breakfast
- Concurrent Education Sessions
- Admission to Exhibit Hall
- General Sessions
- TWO Luncheons
- All-Conference Event
- IIMC Annual Business Meeting Breakfast
- Annual Banquet
- Conference Program
- Refreshment breaks
- Conference Bag
- Access to Private Facebook Group
- Fundraisers
- Personal Profile in Smartphone App
- Conference Education Transcript

The GUEST Registration Package includes:

- Opening Reception
- Opening Ceremony
- Grab & Go Breakfast
- Admission to Exhibit Hall
- General Sessions
- TWO Luncheons
- All-Conference Event
- IIMC Annual Business Meeting Breakfast
- Annual Banquet
- Conference Program
- Refreshment breaks

NOTE: GUEST STATUS DOES NOT APPLY TO IIMC MEMBERS

Registration: The IIMC Conference Registration and Cashier’s Office will be at the Hyatt Regency Hotel. Registrants may check in beginning Saturday, May 16 from 7 a.m. to 6 p.m. and Sunday, May 17 from 7 a.m. to 6 p.m. The IIMC Office, Cashier and Registration area will remain open throughout the week.

CONFERENCE CANCELLATIONS/REIMBURSEMENTS/REFUNDS

(1) All requests for cancellations must be made in writing to IIMC Headquarters by mail, email (Janis@iimc.com), or fax (909/944-5545). Telephone cancellations will not be accepted. Cancellations received postmarked on or after Friday, May 1, 2020 or emailed on or after Friday, May 1, 2020 are non-refundable.

If written notice is received by Tuesday, March 31, 2020 regardless of what is cancelled (Academy, Conference Registration or all), a full refund minus a $40.00US handling and processing charge will be issued. If written notice is received between Wednesday, April 1 and Friday, May 1, 2020, 75% of the fee will be refunded. No refunds will be made after Friday, May 1, 2020. Refunds are not available at the Conference.

Refunds will not be issued for late arrival or early departure. No refunds will be issued for skipped events. Registrants who do not attend the conference and did not cancel by the deadline, forfeit all registration fees paid, unless the inability to attend was due to verifiable personal or family medical emergency. In this instance, the postmarked deadline to receive the documented written request for a refund less $40.00US is Friday, May 1, 2020. Regretfully, no considerations will be made after this date.

IIMC Headquarters will process any refunds due within 30 days after the end of the Conference.

Any IIMC member canceling membership within 60 days of the conference and desiring to attend shall pay the non-member registration fee. Carry-over of paid conference fees to a future conference is not permitted.

IIMC is a non-profit Organization that relies on the financial support of its members through their annual dues and conference registration fees to provide year-long services to the membership. IIMC Annual Conferences are the Organization’s largest source of revenues outside of membership dues. In the event that it is necessary to cancel a conference registration it is important to note that IIMC incurs numerous contractual obligations long before the opening ceremonies and as such is financially committed to expenditures that may not be refundable to the Organization. Should it be necessary to cancel the annual conference, every effort will be made to return registration fees to our attendees. However, it is vital to understand that the contractual commitments to third parties may make it impossible for the Organization to refund 100% of the registration fee. IIMC may limit the refund available to registrants. Therefore, the amount of a refund (if any) will be determined by IIMC at its sole discretion.

HOUSING INFORMATION

Delegates must make their own housing reservation (SEE BACK COVER FOR MORE INFORMATION).

Conference housing rates will be honored on a first-come, first-served and availability basis.

SALES TAX – The current hotel occupancy tax rate in St. Louis is 17.929% (subject to change). All room reservations are served and availability basis.

CONFERENCE CANCELLATIONS/REIMBURSEMENTS/REFUNDS

If you have any special needs (physical challenges, dietary, etc.), please contact Janis Daudt, Member Services Director at Janis@iimc.com or by calling 909/944-4162.
## IIMC Registration Form • Delegate Information

Print or type all information

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<th>First Name or Nickname to appear on badge</th>
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Please check box if you need special assistance (physically challenged, etc.) □ Type of Assistance

Discount Program (circle all discounts that apply) Deduct discounts on this form prior to Total before submitting payment to IIMC.

- First Timer Yes No $50.00 Region VI Member Yes No $50.00
- Region VII Member Yes No $50.00 Multiple Attendees – Same Municipality Yes No

GUEST INFORMATION (IIMC Members Cannot Register As Guests)

Name ____________________________ First name to appear on badge ____________________________

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REGISTRATION FEES IN U.S. DOLLARS

**DELEGATE PACKAGE (Payment must be received by 3/30/20 - Early Bird)**

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OPTIONAL ACTIVITIES (All costs in U.S. Dollars)

**Saturday, May 16 • Athenian Dialogues**

- Creativity, Inc. by Ed Catmull, Amy Wallace $110.00
- Undaunted Courage by Stephen Ambrose $110.00

**Saturday, May 16 • Academy Seminars**

- Stop the Insanity: Strive to Thrive in your Meetings — AM $179.00
- The Value of Conflict & Drama in the Workplace – PM $199.00
- The New Frontier of Information Governance – PM $179.00

**Sunday, May 17 • Athenian Dialogue**

- The Everything Store by Brad Stone $110.00
- One Giant Leap by Charles Fishman $110.00

**Sunday, May 17 • Academy Seminars**

- Shift Happens: It Ain’t Overt – AM $179.00
- Future Proof Brand YOU! – PM $179.00
- Improving Staff Morale – 5 Languages of Appreciation – PM $179.00

**IIMC Foundation Shirt (Circle One)** S M L XL XXL $25.00

**Tuesday, May 19**

- Offsite Education Session – □ AM □ PM (Select One) The Grandest Station in the Nation Limited to the first 100 registrants for each session $60.00

Submit Registration Form with payment by check/money order/credit card (in U.S. funds) by above dates. Payment must accompany registration form. Do not mail and FAX same registration form.

☐ CHECK ENCLOSED PAYABLE TO IIMC

Apply All Discounts $______________

TOTAL $______________

American Express/Visa /Mastercard/Discover # ____________________________ Expiration Date ____________ Total Amt. Charged $______________

Print Name as it Appears on Card ____________________________

Card Holder’s Signature ____________________________

You can FAX this Form to IIMC at 909/944-8545 OR mail to IIMC, 8331 Utica Avenue, Suite 200, Rancho Cucamonga, CA 91730 postmarked by Friday, May 1, 2020.

If you miss this deadline, please bring this Form and payment with you to the IIMC Conference Registration Desk at the Hyatt Regency Hotel.

Preliminary Program 2020
IIMC Delegates and guests will share one hotel for the 2020 Annual Conference in St. Louis. The Hyatt Regency offers a welcoming environment where you can relax, meet, engage and recharge. Located next to the newly transformed Gateway Arch, Kiener Plaza, Busch Stadium and Ballpark Village, Hyatt Regency St. Louis at the Arch is in the middle of all the downtown energy.

Delegates can make their own reservations by one of two ways: 1) use the link below or 2) call the reservation number:

- Or call 1-888-591-1234 - reference code IIM2

**Other hotel information:**

- **Guest Room Rates:**
  - Single/Double: $165/night
  - Triple: $190/night
  - Quad: $215/night
- 17.929% Guest Room Tax (subject to change)
- Complimentary in room WIFI
- Complimentary access to health club

**Parking**

The Hotel offers parking - less a 20% discount – for IIMC attendees

- $40 for Valet Parking/per night
- $30 for Self-Parking/per night

Plus, applicable taxes (currently 5%)