

# 2022 IIMC Annual Conference Education Planning Packet (Phase II)

76th Annual Conference, Little Rock, AR • Sunday, May 22 thru Wednesday, May 25, 2022

**FULL EDUCATION  
PROGRAM  
and SCHEDULE  
Included!**



## 2022 IIMC Annual Conference Education Planning Packet (Phase II)

This Education Planning Packet will provide you with the tools you need to develop an efficient strategy when registration goes live. At that time, you will have the ability to submit all your conference and pre-conference selections along with your payment.

IIMC encourages you to familiarize yourself with the contents of this education planning packet and attend the virtual conference registration demo session with step-by-step guidance and interactive Q&A on

**Thursday, January 13, 9:00 AM PT. Use ZOOM link: <https://bit.ly/2022ConfJan13>.**

### Included in this Education Planning Packet:

- Conference Registration Ticket Type Descriptions
- Full Conference Program and Schedule – includes session titles, descriptions, and speakers for Keynote sessions, Pre-Conference Academies, Athenian Dialogues, and all general and concurrent sessions.
- Education Planning Worksheet – provides guidance for selecting conference education tracks and marking session preferences.

### During Phase II, you are encouraged to:

- Finalize Phase I Logistics – Sneak Peek Packet download:  
[www.iimc.com/DocumentCenter/View/7597/2022-IIMC-Annual-Conference-Sneak-Peek-Planning-Packet](http://www.iimc.com/DocumentCenter/View/7597/2022-IIMC-Annual-Conference-Sneak-Peek-Planning-Packet):
  - Apply for a conference grant: <https://bit.ly/2022ConfGrant> (Deadline: January 31, 2022)
  - Reserve hotel and vehicle rental (if needed)
  - Plan your budget
  - Download the IIMC Conference Mobile App
- Determine your conference registration ticket type
- Review the Athenian Dialogues and/or Academies and rank your preferences (if attending the Pre-Conference)
- Review the full conference education program and rank your preferences for concurrent sessions
- Gather your conference attendee details:
  - Member ID
  - Personal Accommodations details (if needed)
  - Dietary Restrictions (if applicable)
  - Emergency Contact name and phone number
  - Guest information – **Guests must complete their own registration process.**
- Determine the credit card you plan to use to submit payment and ensure you will have access to it when registration is live
- Attend a virtual conference registration demo session

All conference materials, including this Education Planning Packet, are included on the 2022 annual conference page: [www.iimc.com/458/2022-IIMC-Annual-Conference](http://www.iimc.com/458/2022-IIMC-Annual-Conference). IIMC updates this page often. Check back regularly.

## Registration Ticket Type

Do you know your region?

### IIMC Regions

- 1: Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont
- 2: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia
- 3: Alabama, Florida, Georgia, North Carolina, South Carolina
- 4: Arkansas, Louisiana, Mississippi, Oklahoma, Texas
- 5: Indiana, Kentucky, Michigan, Ohio, Tennessee
- 6: Iowa, Minnesota, Wisconsin
- 7: Illinois, Kansas, Missouri
- 8: Arizona, Colorado, Idaho, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming
- 9: Alaska, California, Hawaii, Oregon, Washington
- 10: Canada
- 11: Outside North America

### Quick Guide

#### Member (Individual) Tickets

##### Regions 1-3, 5-9

- Have attended an IIMC conference before:  
**Member Registration Ticket**
- Have not attended an IIMC conference before:  
**Member Registration Ticket with First Timer Discount**

##### Region 4

- Have attended an IIMC conference before:  
**Member Registration Ticket with Regional Discount**
- Have not attended an IIMC conference before:  
**Member Registration Ticket with Regional Discount AND First Timer Discount**

##### Region 10

- **Canada/Region 10 Member Registration Ticket**

##### Region 11

- **Members outside of North America/Region 11 Member Registration Ticket**

#### Member (Multiple) Tickets

- **Multi-Attendee Member Registration Ticket**

### Other Ticket Types

- **Retired Member Registration Ticket**
- **Guest Registration Ticket**
- **Non-Member Registration Ticket**

### **Descriptions**

- **Member Registration Ticket (No Discounts):** Available for members from Regions 1-3 and 5-9 (U.S. based members) that have been to an IIMC conference before. Package includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Concurrent Education Sessions, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event - Dinner, Breakfast and AM Annual Business Meeting, Annual Banquet - Dinner, Conference Program, Refreshment Breaks, Conference Bag, Personal Profile in Smartphone App, Conference Education Verification.
- **Member Registration Ticket with First Timer Discount:** Available for members from Regions 1-3 and 5-9. First Time Attendee to IIMC's Annual Conference. Package includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Concurrent Education Sessions, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event - Dinner, Breakfast and AM Annual Business Meeting, Annual Banquet - Dinner, Conference Program, Refreshment Breaks, Conference Bag, Personal Profile in Smartphone App, Conference Education Verification.
- **Member Registration Ticket with Regional Discount (Not a First Timer):** Available for members from Region 4 (Arkansas, Louisiana, Mississippi, Oklahoma, Texas). Package includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Concurrent Education Sessions, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event - Dinner, Breakfast and AM Annual Business Meeting, Annual Banquet - Dinner, Conference Program, Refreshment Breaks, Conference Bag, Personal Profile in Smartphone App, Conference Education Verification.
- **Member Registration Ticket with Regional Discount AND First Timer Discount:** Available for members from Region 4 (Arkansas, Louisiana, Mississippi, Oklahoma, Texas). Ticket includes a \$50 discount for members in Region IV as well as an additional \$50 discount for being a first-time conference attendee! Package



includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Concurrent Education Sessions, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event - Dinner, Breakfast and AM Annual Business Meeting, Annual Banquet - Dinner, Conference Program, Refreshment Breaks, Conference Bag, Personal Profile in Smartphone App, Conference Education Verification.

- **Retired Member Registration Ticket:** Available for retired IIMC members. Package includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event – Dinner, Breakfast and AM Annual Business Meeting, Annual Reception and Banquet – Dinner, Refreshment Breaks.
- **Multi-Attendee Member Registration Ticket:** If more than one member from your municipality will be attending the conference, this ticket is for you! Each member will need to purchase their own ticket. Package includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Concurrent Education Sessions, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event - Dinner, Breakfast and AM Annual Business Meeting, Annual Banquet - Dinner, Conference Program, Refreshment Breaks, Conference Bag, Personal Profile in Smartphone App, Conference Education Verification.
- **Canada/Region 10 Member Registration Ticket:** Available for members from Region 10 (Canada based members). Package includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Concurrent Education Sessions, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event - Dinner, Breakfast

and AM Annual Business Meeting, Annual Banquet - Dinner, Conference Program, Refreshment Breaks, Conference Bag, Personal Profile in Smartphone App, Conference Education Verification.

- **Members outside of North America – Region 11 Member Registration Ticket:** Available for members from Region 11. (Outside of North America). Package includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Concurrent Education Sessions, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event - Dinner, Breakfast and AM Annual Business Meeting, Annual Banquet - Dinner, Conference Program, Refreshment Breaks, Conference Bag, Personal Profile in Smartphone App, Conference Education Verification.
- **Guest Registration Ticket:** Available for guests of registered IIMC members. Guests must submit their own separate registration. Guests are not permitted to attend the Concurrent Education Sessions offered Monday - Wednesday. Package includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event – Dinner, Breakfast and AM Annual Business Meeting, Annual Reception and Banquet – Dinner, Refreshment Breaks.
- **Non-Member Registration Ticket:** Package includes Opening Reception, Opening Ceremony, Grab and Go Breakfast, Concurrent Education Sessions, Exhibit Hall, General Sessions, Two Lunches, All-Conference Event - Dinner, Breakfast and AM Annual Business Meeting, Annual Banquet - Dinner, Conference Program, Refreshment Breaks, Conference Bag, Personal Profile in Smartphone App, Conference Education Verification.

# Education Sessions

## Advanced Academy Session #1

Saturday, May 21, 2022 8:00 a.m. - 12:00 p.m.  
Fee: \$179.00

### ■ Action Through the Lens of Race: Enacting Antiracist Change in Municipal Leadership

#### Kimberly Nao

Associate Professor/Consultant  
Mount Saint Mary's University/Nao & Associates  
Los Angeles, California

Since the murder of George Floyd and the Black Lives Matter protests, organizations and institutions have reflected upon and revamped their diversity, equity, and inclusion efforts. Workshops and professional development around implicit bias, antiracism book clubs, and listening sessions became prevalent. But as the moment around the movement wanes, where are we today in regard to real structural change? This interactive workshop challenges participants to reflect on power relations between individuals and social groups and their relationship to institutions that serve them. It will engage participants to dig deep to understand their own social positions within the framework of power and privilege to build antiracist policies and practices within their own sphere of influence. Participants will develop leadership skills around antiracist policy and decision-making within city leadership, Municipal councils, and professional committees and associations to create transformational and antiracist community change.

***Pre-registration and payment of a \$179.00 fee is required to attend this Academy session. In order to receive certification points, each participant is required to complete a learning assessment. This session is limited to 30 registered delegates. Delegates must register by Monday, May 2, 2022.***

## Advanced Academy Session #2

Saturday, May 21, 2022 8:00 a.m. - 12:00 p.m.  
Fee: \$179.00

### ■ Ethiture™ - Where Ethics and Culture Merge - Ethical Standards and The Culture You Create

**Stephanie Angelo**, SPHR, SHRM-SCP, CVP  
Company Culture Speaker, Trainer, and Consultant  
Chandler, Arizona

#### Marcy Maslov

CEO and Founder, EUC/e-Factor!  
Phoenix, Arizona

Where does culture come from?

How do the various types of culture emerge and what is the effect on your Municipal organization?

In this unique program, we'll define both ethics and culture and explore how ethics are derived from your personal values, experience, culture, religion, and background. Participants discover how ethical values and culture merge and learn the value of a healthy, thriving workplace culture. This highly interactive program may include participants experiencing both the e-Factor!® game and the Company Culture Game™.

During the Academy, participants will:

- Define key concepts of company culture values, ethics, accountability, and integrity for the organization
- Discuss how personal ethics and culture relate to the decisions we make at work (and affect ourselves, our team, and our organization)
- Learn several behaviors that positively improve company culture and ethical decision-making
- Resolve to commit to one action for applying this learning to the workplace

***Pre-registration and payment of a \$179.00 fee is required to attend this Academy session. In order to receive certification points, each participant is required to complete a learning assessment. This session is limited to 40 registered delegates. Delegates must register by Monday, May 2, 2022.***

## Education Sessions (continued)

### Advanced Academy Session #3

Saturday, May 21, 2022 1:00 p.m. - 5:00 p.m.  
Fee: \$179.00

#### ■ **HR is Sexy: Human Resource Trends in Municipal Government**

##### **Nicole Anderson**

CEO and Founder  
MEND HR Solutions and MEND Recruiting  
West Palm Beach, Florida

Human Resources was created as Personnel Management or Office Management in the late 1970s. As this position has evolved, the Human Resources we know today was formed.

The problem is that it has stopped evolving with the needs of the organization. Human Resources has been stuck in an archaic design that limits its ability to be more forward thinking and impact organizations.

In our session, we will show you how HR can be Sexy, even in government. Local governments have many challenges that private business do not. Limited budgets for newer technology, compensation structures set by the state with little wiggle room to recruit top talent, procedures that are set by laws or the constitution. You will learn new ways to get creative to maximize your HR functions through a hiring culture, retention programs, HR technology, as well as many others. We will also work through scenarios you may face in the ever-changing employment law arena.

*Pre-registration and payment of a \$179.00 fee is required to attend this Academy session. In order to receive certification points, each participant is required to complete a learning assessment. This session is limited to 50 registered delegates. Delegates must register by Monday, May 2, 2022.*

### Advanced Academy Session #4

Saturday, May 21, 2022 1:00 p.m. - 5:00 p.m.  
Fee: \$179.00

#### ■ **Liar, Liar Pants on Fire**

##### **Traci Brown**

Fraud-Busting Body Language Expert  
Traci Brown, Inc.  
Denver, Colorado

When the economy goes down, fraud goes up. And Municipal Fraud is one of the fastest growing forms of fraud. Can you spot it hidden in plain sight?

Learn to read fraudsters like a book with renowned body language expert Traci Brown. You can quit second guessing your instincts and immediately tell fact from fiction when Traci teaches the nine telltale signs someone is lying, how to quickly uncover the truth and how to keep nefarious people from making your city a victim.

Do you know how to tell if that resident really did pay their water bill? Or if the witness to that riot is telling the truth about what happened? And most importantly can you spot who on your team is siphoning money out of the city accounts into their own pocket?

In this fast-paced session, you will discover how to use Traci's 9 point Fraud Spotting System to separate the lies from the truth so you don't innocently step into a devastating financial event.

*Pre-registration and payment of a \$179.00 fee is required to attend this Academy session. In order to receive certification points, each participant is required to complete a learning assessment. This session is limited to 50 registered delegates. Delegates must register by Monday, May 2, 2022.*

## Education Sessions (continued)

## Advanced Academy Session #5

Sunday, May 22, 2022 8:00 a.m. - 12:00 p.m.  
 Fee: \$179.00

### ■ Leading with Social + Emotional Intelligence

#### Tara Kuipers

Facilitator, Educator, and Coach  
 Tara Kuipers Consulting  
 Cody, Wyoming

*"Emotional intelligence is not the opposite of intelligence; it is not the triumph of heart over head - no, it is the unique intersection of both."* (David Caruso)

Social + Emotional Intelligence is our competency to recognize, understand, and manage emotions - our own and those of others. S+EI impacts how we understand emotions and behaviors through relationship complexities - at work and in all of life. Our S+EI influences how we handle stress, respond to challenges, make decisions, and achieve positive outcomes with others. Combining the best available research with reflection and dialogue, this workshop will give each participant the understanding and tools to:

- Gain greater self-awareness and others-awareness by understanding the four quadrants of S+EI
- Manage emotional reactions and deal more effectively with difficult people and situations
- Bounce back more quickly from challenges and improve tolerance for stress
- Grow the ability to connect to and communicate with others
- Build trust and team cohesiveness and improve empathy

***Pre-registration and payment of a \$179.00 fee is required to attend this Academy session. In order to receive certification points, each participant is required to complete a learning assessment. This session is limited to 50 registered delegates. Delegates must register by Monday, May 2, 2022.***

## Advanced Academy Session #6

Sunday, May 22, 2022 8:00 a.m. - 12:00 p.m.  
 Fee: \$179.00

### ■ "Mind-Numbing vs Mind-Blowing: How to Energize Your Presentation"

#### Glenn Anderson

The Performance Catalyst Speaker  
 Glenn Anderson Speaks  
 Chicago, Illinois

Presentations, both virtual and face-to-face, are enjoyable and effective when the speaker is sharing their passion and energy with the audience. Whether you are staring at your computer screen doing a Zoom presentation or you are actually lucky enough to be standing in front of a live audience with a projector and some slides, how exactly is that accomplished? Speakers have power! In this workshop, you will discover the characteristics of a great presentation – a strong opening, positive body language, proper usage of slides and charts, good time management, handling questions, and many more. Discover how to survive and thrive with virtual presentations. Whether you are presenting to your own department, speaking with the public, or spontaneously answering questions from the press, this workshop will help you gain confidence and grow your public speaking skills. Explore the power you have as a speaker with this entertaining, instructional, and interactive workshop.

***Pre-registration and payment of a \$179.00 fee is required to attend this Academy session. In order to receive certification points, each participant is required to complete a learning assessment. This session is limited to 50 registered delegates. Delegates must register by Monday, May 2, 2022.***

## Education Sessions (continued)

### Advanced Academy Session #7

Sunday, May 22, 2022 1:00 p.m. - 5:00 p.m.  
Fee: \$179.00

#### ■ Critical Thinking for Better Judgement: Developing a Mindset to Look Past the Surface

##### Dr. Nicholas Whipps

Veteran and Military Student Services Coordinator  
Casper College, *Casper, Wyoming*

In our daily life, we encounter information constantly. The pace of change and volume of that information makes it hard to think through decisions. Because of this, people often revert to biases and rules of thumb when making decisions. This traps them into drawing faulty conclusions. Critical thinking is the ability to think reflectively and independently in order to make thoughtful decisions. The goal is to give ourselves time and tools for improving how we think, to see things closer to how they really are, and get a better sense of the world. By focusing on root-cause issues, critical thinking helps you avoid future problems that can result from your actions. But just understanding the concepts won't get you there. Developing a critical thinking mindset requires commitment and deliberate practice.

In this session, you will learn:

- How to develop mental agility to apply insights from one context to the next
- Ways you can avoid overthinking
- How to avoid deceiving misconceptions and spot misleading biases
- How to craft better arguments
- How to sharpen judgment and improve decision-making
- How to balance rational, strategic, and even emotional thinking

*Pre-registration and payment of a \$179.00 fee is required to attend this Academy session. In order to receive certification points, each participant is required to complete a learning assessment. This session is limited to 50 registered delegates. Delegates must register by Monday, May 2, 2022.*

### Advanced Academy Session #8

Sunday, May 22, 2022 1:00 p.m. - 5:00 p.m.  
Fee: \$179.00

#### ■ The Dilemma of the Frustrated Visionary: How Vision-Driven Leaders Fuel a Movement without Causing Burnout

##### Steve Chapparro

Founder, Culture Design Studio,  
*Long Beach, California*

Maybe you have a vision for how things should be different in your workplace or in your industry. You may have even had great success communicating and executing on your vision in the past, but something has changed. Now, you are being told that your ideas are too radical or that people are fatigued from the disruption and constant change. What do you do?

In this highly interactive, four-hour session, Steve Chapparro, Founder of Culture Design Studio will share a framework which adopts the mindsets and methodologies to enlist your team and colleagues into an emergent journey of transformation. This presentation is perfect for the innovators and change makers in the world who have ideas that have the potential to disrupt how the world thinks and works but struggle with convincing people to join them for the long haul.

Participants will leave with:

- An awareness that the passion and vision of a leader can both fuel and burn people out
- Ways to implement listening and testing out your message so that you can communicate with persuasion and impact
- How to replace the outdated models of command-and-control and mandates with a new culture and movement of collaboration and co-creation
- How to replace a culture of control for one that distributes decision-making, is responsive to changes, and facilitates growth

*Pre-registration and payment of a \$179.00 fee is required to attend this Academy session. In order to receive certification points, each participant is required to complete a learning assessment. This session is limited to 50 registered delegates. Delegates must register by Monday, May 2, 2022.*



# Athenian Leadership Society Dialogues

## Athenian Leadership Society Dialogue #1

Saturday, May 21, 2022

9:00 a.m. - 4:00 p.m.

Fee: \$110.00



### Leaders Eat Last: Why Some Teams Pull Together and Others Don't

by Simon Sinek

Facilitated by:  
**Tanner Vario**  
Institute Director, Southern Utah  
University

Imagine a world where almost everyone wakes up inspired to go to work, feels trusted and valued during the day, then returns home feeling fulfilled. This is not a crazy, idealized notion. Today, in many successful organizations, great leaders create environments in which people naturally work together to do remarkable things.

In his work with organizations around the world, Simon Sinek noticed that some teams trust each other so deeply that they would literally put their lives on the line for each other. Other teams, no matter what incentives are offered, are doomed to infighting, fragmentation, and failure. Why?

The answer became clear during a conversation with a Marine Corps general. "Officers eat last," he said. Sinek watched as the most junior Marines ate first while the most senior Marines took their place at the back of the line. What's symbolic in the chow hall is deadly serious on the battlefield: Great leaders sacrifice their own comfort - even their own survival - for the good of those in their care.

Too many workplaces are driven by cynicism, paranoia, and self-interest. But the best ones foster trust and cooperation because their leaders build what Sinek calls a "Circle of Safety" that separates the security inside the team from the challenges outside.

Sinek illustrates his ideas with fascinating true stories that range from the military to big business, from government to investment banking.

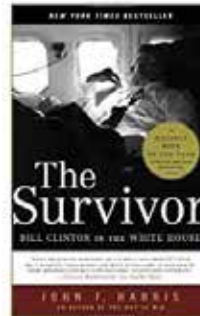
*Pre-registration (on-site registrations are not permitted) and payment of a \$110.00 fee is required to attend this Athenian Leadership Society Dialogue. In order to receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Monday, May 2, 2022.*

## Athenian Leadership Society Dialogue #2

Saturday, May 21, 2022

9:00 a.m. - 4:00 p.m.

Fee: \$110.00



### The Survivor: Bill Clinton in the White House

by John F. Harris

Facilitated by:  
**Tara Kuipers**, Facilitator, Educator, and  
Coach, Tara Kuipers Consulting  
Cody, Wyoming

Bill Clinton is the most arresting leader of his generation. He transformed American politics, and his eight years as president spawned arguments that continue to resonate. For all that has been written about this singular personality—including Clinton's own massive autobiography—there has been no comprehensive, nonpartisan overview of the Clinton presidency.

Few writers are as qualified and equipped to tackle this vast subject as the award-winning veteran Washington Post correspondent John F. Harris, who covered Clinton for six of his eight years in office—as long as any reporter for a major newspaper. In *The Survivor*, Harris frames the historical debate about President William Jefferson Clinton, by revealing the inner workings of the Clinton White House and providing the first objective analysis of Clinton's leadership and its consequences.

Harris shows Clinton entering the Oval Office in 1993 primed to make history. But with the Cold War recently concluded and the country coming off a nearly uninterrupted generation of Republican presidents, the new president's entry into this maelstrom of events was tumultuous. His troubles were exacerbated by the habits,

## Athenian Leadership Society Dialogues (continued)

personal contacts, and the management style, he had developed in his years as governor of Arkansas. Clinton's enthusiasm and temper were legendary, and he and Hillary Rodham Clinton—whose ambitions and ordeals also fill these pages—arrived filled with mistrust about many of the characters who greeted them in the “permanent Washington” that often holds the reins in the nation's capital.

Showing surprising doggedness and a deep-set desire to govern from the middle, Clinton repeatedly rose to the challenges; eventually winning over (or running over) political adversaries on both sides of the aisle—sometimes facing as much skepticism from fellow Democrats as from his Republican foes. But as Harris shows in his accounts of political debacles such as the attempted overhaul of health care, Clinton's frustrations in the war against terrorism, and the numerous personal controversies that time and again threatened to consume his presidency, Bill Clinton could never manage to outrun his tendency to favor conciliation over clarity, or his own destructive appetites. *The Survivor* is the best kind of history, a book filled with major revelations—the tense dynamic of the Clinton inner circle and Clinton's professional symbiosis with Al Gore to the imprint of Clinton's immense personality on domestic and foreign affairs—as well as the minor details that leaven all great political narratives. This long-awaited synthesis of the dominant themes, events, and personalities of the Clinton years will stand as the authoritative and lasting work on the Clinton Presidency.

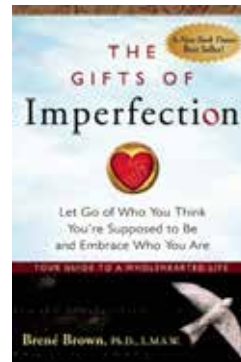
***Pre-registration (on-site registrations are not permitted) and payment of a \$110.00 fee is required to attend this Athenian Leadership Society Dialogue. In order to receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Monday, May 2, 2022.***

### Athenian Leadership Society Dialogue #3

**Sunday, May 22, 2022**

**9:00 a.m. - 4:00 p.m.**

**Fee: \$110.00**



### **The Gifts of Imperfection: Let Go of Who You Think You Are Supposed To Be and Embrace Who You Are**

by Brené Brown

Facilitated by:

**Mary Lynne Stratta, MMC**

City Secretary

City of Bryan, Texas

Brené Brown's game-changing *New York Times* bestseller, *The Gifts of Imperfection*, has sold more than **2 million copies** in more than **30 different languages** and is celebrating its **10th Anniversary in print**. *Forbes* magazine named *Gifts* Through this self-help classic we find courage to overcome paralyzing fear and self-consciousness, strengthening our connection to the world and helping us to believe we are worthy of self-discovery, personal growth, and boundless love.

A motivational and inspiring guide to wholehearted living, rather than just the average self-help book, with this groundbreaking work, Brené Brown, Ph.D., bolsters the self-esteem and personal development process through her characteristic heartfelt, honest storytelling. With original research and plenty of encouragement, she explores the psychology of releasing our definitions of an “imperfect” life and embracing living authentically. Brown's “ten guideposts” are benchmarks for authenticity that can help anyone establish a practice for a life of honest beauty—a perfectly imperfect life.

Now more than ever, we all need to cultivate feelings of self-worth, as well as acceptance and love for ourselves. In a world where insults, criticisms, and fears are spread too generously alongside messages of unrealistic beauty, attainment, and expectation, we look for ways to “dig deep” and find truth and gratitude in our lives. A new way forward means we can't hold on too tightly to our own self-defeating thoughts or the displaced pain in our world. Instead, we can embrace the imperfection.

## Athenian Leadership Society Dialogues (continued)

***Pre-registration (on-site registrations are not permitted) and payment of a \$110.00 fee is required to attend this Athenian Leadership Society Dialogue. In order to receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Monday, May 2, 2022.***

### Athenian Leadership Society Dialogue #4

**Sunday, May 22, 2022**

**9:00 a.m. - 4:00 p.m.**

**Fee: \$110.00**



### **Dutch Girl: Audrey Hepburn and World War II**

by Robert Matzen and Luca Dotti

Facilitated by:  
**Jannette Goodall, MMC**  
City Secretary  
City of Fort Worth, Texas

Twenty-eight years after her passing, Audrey Hepburn remains the most beloved of all Hollywood stars, known as much for her role as UNICEF ambassador as for films like Roman Holiday and Breakfast at Tiffany's. Several biographies have chronicled her stardom, but none have

covered her intense experiences through five years of Nazi occupation in the Netherlands. According to her son, Luca Dotti, "The war made my mother who she was." Audrey Hepburn's war included participation in the Dutch Resistance, working as a doctor's assistant during the "Bridge Too Far" battle of Arnhem, the brutal execution of her uncle, and the ordeal of the Hunger Winter of 1944. She also had to contend with the fact that her father was a Nazi agent and her mother was pro-Nazi for the first two years of the occupation. But the war years also brought triumphs as Audrey became Arnhem's most famous young ballerina. Audrey's own reminiscences, new interviews with people who knew her in the war, wartime diaries, and research in classified Dutch archives shed light on the riveting, untold story of Audrey Hepburn under fire in World War II. Also included is a section of color and black-and-white photos. Many of these images are from Audrey's personal collection and are published here for the first time.

***Pre-registration (on-site registrations are not permitted) and payment of a \$110.00 fee is required to attend this Athenian Leadership Society Dialogue. In order to receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Monday, May 2, 2022.***

# Monday, May 23

Monday, May 23, 2022

1:00 p.m. - 2:30 p.m.



## Genius Jam

**Felicia Hatcher**  
CEO, Miami, Florida

IIMC is proud to welcome Felicia Hatcher as the opening speaker for the 2022 Annual Conference! This "Genius Jam" keynote will encourage you to step into your Power, stop limiting beliefs, and never question who you are ever again.

Working in this new normal requires you to step into your Zone of Genius, to be mentally prepared to design the future, and develop new ways that foster collaboration, culture, creativity, and commitment to working on something much bigger than ourselves. In this session, you will learn how to find your north star, step boldly into your personal zone of genius to achieve peak performance, pivot your mindset, become more engaged and impactful within the innovation economy, and recharge with the ability to take on the world.

Delegates will walk away from this session knowing how to:

- Identify their Zones of Low Return
- Step Boldly into their Zone of Genius
- Better identify their personal Zones of Opportunity
- Enact clear strategies on how to PLAY BIGGER in the innovation economy

### Concurrent Education Session #1

Monday, May 23, 2022

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

## ■ Shaping Culture in a Post-Covid Workplace

### Steve Chapparro

Founder, Culture Design Studio  
Long Beach, California

Let's face it, this pandemic has disrupted how we work. Leaders are still wrestling with so many questions. Do we cater to virtual employees or those who work in the office? If the answer is hybrid, then how do we make sure

that we deliver the same quality of employee experience when they are so different?

In this interactive session, Steve Chapparro, Founder of Culture Design Studio, addresses the most important questions for leaders to address in how to reshape workplace culture in a way that delivers the best employee experience in a post-COVID world.

### Participants will leave with:

- Factors to consider in assessing the health of the workplace culture
- Synthesis of the valuable lessons they have learned to take into a post-COVID world
- Principles of why communication is so important to the development of a healthy workplace
- Ways to evaluate and develop the new value proposition and strategies for physical and virtual workplaces

### Concurrent Education Session #2

Monday, May 23, 2022

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

## ■ Growing as a Leader, One Difficult Conversation at a Time

### Tara Kuipers

Facilitator, Educator, and Coach  
Tara Kuipers Consulting, Cody, Wyoming

"When we avoid difficult conversations, we trade short-term discomfort for long-term dysfunction." (Peter Bromberg)

Rather than letting uncomfortable or troubling situations persist, leaders can grow their skills, shift their mindset, and use difficult conversations to create accountability and positive change in their organizations and lives.

We can stop avoiding and start engaging with difficult conversations by incorporating compassion, cooperation, courage, and creativity into these pivotal times and transform them into welcome learning and leading experiences. This practical workshop will give each participant the understanding and tools to:

- Reflect on and define what makes a conversation difficult
- Minimize the energy and time spent avoiding difficult conversations
- Prepare effectively with a compassionate and organized approach to difficult conversations



## Monday, May 23 (continued)

## Concurrent Education Session #3

Monday, May 23, 2022

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

### ■ Reflective Leadership: The Essence of Self-Awareness and Authenticity and How to Get Results

#### Dr. Nicholas Whipps

Veteran and Military Student Services Coordinator  
Casper College, Casper, Wyoming

One of the hardest things any leader has to do is to see themselves as others see them. For a lot of us, we're afraid to be honest and be real. You can't be authentic if you don't have a clear understanding of who you are. Reflective leadership is the consistent practice of reflection, which involves conscious awareness of behaviors, situations, and consequences with the goal of improving yourself and others around you. Reflective practice helps leaders make sense of uncertain, unique, or conflicted situations.

Reflection also promotes clarity with respect to one's values, identity, emotions, motives, and goals. Learn how to develop your self-awareness so that you can understand how others see you and better align your actions with your intentions.

*In this session, you will tangible tips and lessons for reflective leadership through these learning objectives:*

- Identifying beliefs to enhance your self awareness
- Stepping outside of yourself
- Reflecting and enhancing self-awareness
- Identifying the ripple effect
- Managing stress
- Seeking feedback to boost self-awareness
- Putting an action plan in place

## Concurrent Education Session #4

Monday, May 23, 2022

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

### ■ Solve A Team's Communications Problem—The Illusion That It Has Taken Place

#### Glenn Anderson

The Performance Catalyst Speaker  
Glenn Anderson Speaks, Chicago, Illinois

Are you a confusing communicator?

Do you feel like you are trying your best to communicate, but no one seems to understand you?

Miscommunication and an absence of understanding can result in team and organizational problems large and small. This session takes you on a journey to connect and communicate more effectively. Part of effective communications is collaboration - relating to the person with whom you are communicating. True teamwork and collaboration can be achieved by thinking like an improvisational actor, by saying "Yes, And." Thinking "Yes, And" improves communication by building a culture that celebrates diverse opinions and ideas. Laugh and learn and apply "Yes And" thinking to better communicate while exceeding your organizational goals. Learn how to command attention, why eyebrows need to be up, steps to good listening, along with many more ideas and tips in this entertaining and practical presentation.

## Concurrent Education Session #5

Monday, May 23, 2022

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

### ■ Mastering Strategic Thinking Skills for Maximum Impact in Your Organization

#### Stephanie Angelo, SPHR, SHRM-SCP, CVP

Company Culture Speaker, Trainer, and Consultant  
Chandler, Arizona

Leaders, Managers, and Human Resource Professionals are often confused by what is, and is not, Strategic Thinking. They may fall easily into traps and make expensive mistakes to the detriment of their company. This session will help attendees grasp the Strategic Thinking differences that will help them have a positive impact on the organization's bottom line and open the doorway to strategic goals and objectives.

## Monday, May 23 (continued)

Business Coach J. Glenn Ebersole said, "Strategic thinking is a process that defines the manner in which people think about, assess, view, and create the future for themselves and others. One can apply strategic thinking to arrive at decisions that can be related to your work or personal life."

But the question is – Do you? Are you looking at the "bigger picture" of possibility when making decisions? Are you settling for the easiest choice? How can you maximize critical thinking skills for best results?

During this session you will discover:

- Benefits of being a Strategic Thinker
- Competitive business advantages of a Strategic Thinker
- Comparison of a Strategic Thinker vs. a non-Strategic Thinker
- Strategic Thinking skills and tips
- Cautionary tales of non-Strategic Thinkers

## Tuesday, May 24



### **Extraordinary Leaders Inspire, Retain, and Engage All Employees**

#### **Clint Pulver**

Corporate Keynote Speaker and Employee Retention Expert

Today -- employees are looking for leadership that supports, encourages, and gives them the tools they need to grow, adapt, give back – and create real impact. In this unforgettable customized presentation designed to inspire corporate leadership and managers, Clint expertly demonstrates the ground-breaking WHY of mentorship over old school management techniques and HOW every employee is just one caring person away from a phenomenal success story.

As a Corporate Keynote Speaker and employee retention expert, Clint offers the insider leadership secrets for elevating team and individual engagement, cultivating creative and collaborative environments, and inspiring both themselves and those that they lead. He also shares the life-changing story of Mr. Jensen, who, with one small and simple gift, brought purpose, empowerment, and perspective to a young life – and how each of us has the chance to do the same.

In this powerfully moving session, delegates will be able to:

- Adapt to a rapidly changing workforce
- Communicate effectively with a multi-generation team
- Create a culture that cultivates, celebrates, and encourages diversity
- Understand the four keys to mentorship within the role of leadership
- Develop a greater understanding of leadership and mentorship
- Create methods of accountability
- Adopt implementation strategies for cultural change

#### **Concurrent Education Session #6**

**Tuesday, May 24, 2022 10:00 a.m. - 12:00 p.m.**

### **■ Securing Election and Municipal Infrastructure**

#### **Matt Crane and Jennifer Morrell**

Elections Subject Matter Experts

Cybersecurity and Infrastructure Security Agency (CISA), Department of Homeland Security  
*Washington, DC*

As the nation's risk advisor, the Cybersecurity and Infrastructure Security Agency's (CISA) mission is to ensure the security and resiliency of our critical infrastructure.

## Tuesday, May 24 (continued)

CISA is committed to working collaboratively with state and local governments, election officials, federal partners, and vendors to manage risks to the Nation's election infrastructure.

The presentation will include an overview of the election security risk landscape, the designation of elections as critical infrastructure, and CISA's role in assisting election stakeholders to manage risk and strengthen resilience in elections infrastructure. Because security threats such as ransomware, phishing, and mis, dis, and malinformation (MDM) threaten all government sectors, this session will provide valuable information for all Municipal Clerks regardless of whether they conduct elections or not.

### Concurrent Education Session #7

**Tuesday, May 24, 2022 10:00 a.m. - 12:00 p.m.**

#### ■ **Leading the Pack: How a Culture of Learning Puts You Ahead**

**Stephanie Angelo, SPHR, SHRM-SCP, CVP**

Company Culture Speaker, Trainer and Consultant  
*Chandler, Arizona*

Municipal organizations must constantly innovate to deliver the best services to their communities. Whether your municipality is a city, town, village, county, or special district, you run the risk of becoming stagnant if you are content to stand still. All members of the workforce must be skilled and informed to adapt to ever-changing environments.

Join Stephanie Angelo, Company Culture Speaker & Trainer as she unveils what a "Culture of Learning" is and why it's of critical value to you and your municipality. She will introduce you to the seven ingredients needed to create, foster, and sustain a learning centered municipality. You will learn how this cultural focus will help reduce absenteeism, inspire higher productivity, and engage current and longtime loyal employees.

### Concurrent Education Session #8

**Tuesday, May 24, 2022 10:00 a.m. - 12:00 p.m.**

#### ■ **Diversity Diamonds: Empowering Your Employees to Create with Passion and Purpose**

**Genein Letford,**

Chief Creative Director, CAFFE Strategies, LLC  
*Buckeye, Arizona*

2020 pushed conformity out the door. Celebrating the uniqueness of your employees is now your organization's superpower. Genein equips organizations with strategies to build creative cultures that highlight the diamond facets of team members for individual and corporate success. When employees are more self-aware of their talents and unique contributions, their well-being and productivity is increased. Learn how to empower team members to show up fully and contribute with heart.

Attendees will learn how to:

- Increase self-awareness
- Identify team members' individual strengths
- Highlight and capitalize on team members' unique contributions

### Concurrent Education Session #9

**Tuesday, May 24, 2022 10:00 a.m. - 12:00 p.m.**

#### ■ **21st Century Priority Based Budgeting: The Next Chapter in Budget Transformation in Support of Sustainability, Equity, Climate Action, and More**

**Chris Fabian**

CEO & Co-Founder, Resource Exploration (ResourceX)  
*Denver, Colorado*

Today's budget processes are ill-equipped to fund priorities like climate action and equity, while grappling with recovery from COVID's impacts, and sorting out how best to deploy APRA resources. But communities from Denver to Ann Arbor to Pittsburgh are showing the way.

Emerging beyond COVID, leveraging ARPA, how can your municipality maintain core service delivery, plus

## Tuesday, May 24 (continued)

fund new programs to address societal challenges? How will your municipality fund imminent challenges such as climate action, equity, and sustainability with current available resources? Through program based decision-making and Priority Based Budgeting (PBB), your municipality can apply program level data to repurpose resources and successfully address emerging challenges.

### Concurrent Education Session #10

Tuesday, May 24, 2022 10:00 a.m. 12:00 p.m.

#### ■ Employee Well Being and Work Life Integration in a Hybrid Environment

##### Preethi Fernando

Author, Speaker, Consultant, Leadista  
Loveland, Colorado

Work life integration is the new work life balance. Managing a hybrid workforce requires a different leadership style. Some employees may be working half and half between home and office, while others may be working entirely remotely. Offering support and building trust is key. Since the hybrid work model is new to many and change occurs rapidly, it's important to allow room for adjustment, encourage improvement, and maintain continual communication.

During this session, you will improve hybrid work management by learning how to:

- Work smarter rather than harder
- Make meetings work with minimal time waste
- Balance home and work life with professionalism and efficiency
- Engage in activities that are self-soothing and vital for self-growth while juggling remote work

### Concurrent Education Session #11

Tuesday, May 24, 2022 1:30 p.m. - 3:30 p.m.

#### ■ Securing Election and Municipal Infrastructure

##### Matt Crane and Jennifer Morrell

Elections Subject Matter Experts  
Cybersecurity and Infrastructure Security Agency  
(CISA), Department of Homeland Security  
Washington, DC

As the nation's risk advisor, the Cybersecurity and Infrastructure Security Agency's (CISA) mission is to ensure the security and resiliency of our critical infrastructure. CISA is committed to working collaboratively with state and local governments, election officials, federal partners, and vendors to manage risks to the Nation's election infrastructure.

The presentation will include an overview of the election security risk landscape, the designation of elections as critical infrastructure, and CISA's role in assisting election stakeholders to manage risk and strengthen resilience in elections infrastructure. Because security threats such as ransomware, phishing, and mis, dis, and malinformation (MDM) threaten all government sectors, this session will provide valuable information for all Municipal Clerks regardless of whether they conduct elections or not.

### Concurrent Education Session #12

Tuesday, May 24, 2022 1:30 p.m. - 3:30 p.m.

#### ■ Leading the Pack: How a Culture of Learning Puts You Ahead

##### Stephanie Angelo, SPHR, SHRM-SCP, CVP

Company Culture Speaker, Trainer and Consultant  
Chandler, Arizona

Municipal organizations must constantly innovate to deliver the best services to their communities. Whether your municipality is a city, town, village, county, or special district, you run the risk of becoming stagnant if you are content to stand still. All members of the workforce must be skilled and informed to adapt to ever-changing environments.



## Tuesday, May 24 (continued)

Join Stephanie Angelo, Company Culture Speaker & Trainer as she unveils what a “Culture of Learning” is and why it’s of critical value to you and your municipality. She will introduce you to the seven ingredients needed to create, foster, and sustain a learning centered municipality. You will learn how this cultural focus will help reduce absenteeism, inspire higher productivity, and engage current and longtime loyal employees.

### Concurrent Education Session #13

Tuesday, May 24, 2022 1:30 p.m. - 3:30 p.m.

#### ■ Diversity Diamonds: Empowering Your Employees to Create with Passion and Purpose

##### **Genein Letford,**

Chief Creative Director, CAFFE Strategies, LLC  
*Buckeye, Arizona*

2020 pushed conformity out the door. Celebrating the uniqueness of your employees is now your organization’s superpower. Genein equips organizations with strategies to build creative cultures that highlight the diamond facets of team members for individual and corporate success. When employees are more self-aware of their talents and unique contributions, their well-being and productivity is increased. Learn how to empower team members to show up fully and contribute with heart.

Attendees will learn how to:

- Increase self-awareness
- Identify team members’ individual strengths
- Highlight and capitalize on team members’ unique contributions

### Concurrent Education Session #14

Tuesday, May 24, 2022 1:30 p.m. - 3:30 p.m.

#### ■ 21st Century Priority Based Budgeting: The Next Chapter in Budget Transformation in Support of Sustainability, Equity, Climate Action, and More

##### **Chris Fabian**

CEO & Co-Founder, Resource Exploration (ResourceX)  
*Denver, Colorado*

Today’s budget processes are ill-equipped to fund priorities like climate action and equity, while grappling with recovery from COVID’s impacts, and sorting out how best to deploy APRA resources. But communities from Denver to Ann Arbor to Pittsburgh are showing the way.

Emerging beyond COVID, leveraging ARPA, how can your municipality maintain core service delivery, plus fund new programs to address societal challenges? How will your municipality fund imminent challenges such as climate action, equity, and sustainability with current available resources? Through program based decision-making and Priority Based Budgeting (PBB), your municipality can apply program level data to repurpose resources and successfully address emerging challenges.

### Concurrent Education Session #15

Tuesday, May 24, 2022 1:30 p.m. - 3:30 p.m.

#### ■ Employee Well Being and Work Life Integration in a Hybrid Environment

##### **Preethi Fernando**

Author, Speaker, Consultant, Leadista  
*Loveland, Colorado*

Work life integration is the new work life balance.

Managing a hybrid workforce requires a different leadership style. Some employees may be working half and half between home and office, while others may be working entirely remotely. Offering support and building trust is key. Since the hybrid work model is new to many and change occurs rapidly, it’s important to allow room for adjustment, encourage improvement, and maintain continual communication.

## Tuesday, May 24 (continued)

During this session, you will improve hybrid work management by learning how to:

- Work smarter rather than harder
- Make meetings work with minimal time waste
- Balance home and work life with professionalism and efficiency
- Engage in activities that are self-soothing and vital for self-growth while juggling remote work

### Concurrent Education Session #16

Tuesday, May 24, 2022

4:00 p.m. - 5:30 p.m.

#### ■ Diversity and Inclusion: Worth More Than Gold

##### Dima Ghawi

Keynote Speaker and Executive Coach  
Dima Ghawi, LLC.,  
Baton Rouge, Louisiana

There is compelling research that diversity enhances creativity and elevates employee engagement. Despite this, there is still resistance to creating a diverse workplace.

Through engaging personal narratives, Dima Ghawi will share the many different types of diversity beyond race and gender and discuss its proven benefits. She will provide the audience with tools to increase diversity in their teams and municipalities and focus on attracting, engaging, and retaining diverse talent. Attendees will gain new understanding of managing resistance, tracking progress, and creating a climate that celebrates diversity in their organization.

The main topics in this session include:

- Definition of Diversity & Inclusion
- Cognitive Diversity
- The difference between Diversity and Inclusion
- The evolution of D&I within organizations
- Research about the value of D&I
- The advantages of D&I for increasing employee engagement, retention, creativity, and customer satisfaction
- Biases (this includes unconscious bias), stereotypes, and microaggressions
- Tips for increasing diversity within your team
- Tips for fostering a sense of inclusion & belonging within your team

- Inclusion mindset in the hiring and promotion process
- Benchmark details on what other organizations are doing to increase diversity
- Synthesis of topics into an action plan to increase D&I within the team

### Concurrent Education Session #17

Tuesday, May 24, 2022

4:00 p.m. - 5:30 p.m.

#### ■ Building Future Leaders within your Office

Panel:

**Jannette Goodall**, MMC, City Clerk/Records Manager,  
*City of Austin, Texas*

**Lee Frazier**, MMC, City Clerk,  
*City of Birmingham, Alabama*

**Monica Martinez Simmons**, MMC, City Clerk and  
IIMC Past President, *City of Seattle, Washington*

**Mary Lynne Stratta**, MMC, City Secretary and IIMC  
Past President, *City of Bryan, Texas*

**Leticia Vacek**, MMC, Town Secretary,  
*Town of Trophy Club, Texas*

Municipal Clerks are many times the unsung heroes of our municipalities. Their dedication often goes unnoticed and is rarely rewarded. One of the most important roles we have as a Municipal Clerk is the development of future leaders within our offices and organization. As professionals, we must start identifying the leaders within our offices and our organization. It is necessary to develop succession plans and career development opportunities to advance our profession through the dreaded compensation conversations with our Council or City Executives. This session will provide you with tools, tips, and success stories from Municipal Clerks on best practices for identifying future leaders, developing succession planning, and pursuing fair compensation.

This session will cover:

- Traits of leaders
- Career development opportunities
- Succession planning
- Forms of compensation
- Things to avoid during a salary negotiation
- Tips for performance evaluations

## Tuesday, May 24 (continued)

- Tips for negotiating salary
- Innovative ways to develop and reward future leaders

### Concurrent Education Session #18

Tuesday, May 24, 2022

4:00 p.m. - 5:30 p.m.

#### ■ **Municipal Clerks as Accidental Archivists**

##### **Lisa Johnston, MMC**

Interim Institute Director and  
Retired Assistant City Clerk  
New Mexico Municipal League  
*Roswell, New Mexico*

##### **Rebecca Martinez, CMC**

City Clerk, *City of Rio Rancho, New Mexico*

As Clerks, we quickly grasp the concept that we are responsible for the records within our municipality. We even “get” that some of the records are to be kept a really long time, some even permanently. What we don’t always realize is that caring for permanent records now makes us an archivist.

During this presentation, the panel will discuss some of the ways that caring for permanent records is different from regular records retention. State Archivists will share some best practices suggestions, additional resources, and sources of additional training.

### Concurrent Education Session #19

Tuesday, May 24, 2022

4:00 p.m. - 5:30 p.m.

#### ■ **Saying It in Minutes**

##### **Connie Deford, CMC**

Retired City Clerk/IIMC Parliamentarian  
*From the City of Bay City, Michigan*

Improve your skills in applying parliamentary procedure information to produce accurate and concise minutes. We will explore how to handle withdrawing a motion; what happens when a seconder withdraws the second after the motion has been modified; processes for remarks demanded to be “on the record;” what gets recorded when the presiding officer states the motion

differently than when it was made; how a member can change his/her vote; and how to handle Points of Order and Appeals.

Join your fellow Clerks in problem-solving unique situations that many encounter in public meetings, and you will enhance your knowledge as a valuable meeting resource for your municipality.

The instructor serves as IIMC Parliamentarian, and she brings her unique experiences as a Municipal Clerk and parliamentarian to provide specific techniques for preparing minutes. This session is all about “saying it in minutes” and will go well above and beyond the “basics.”

### Concurrent Education Session #20

Tuesday, May 24, 2022

4:00 p.m. - 5:30 p.m.

#### ■ **Seize the Data! Accessing the Once-in-a-Decade Statistics from the 2020 Census**

##### **Tyson Weister**

Survey Statistician, U.S. Census Bureau  
*Suitland, Maryland*

##### **Vicki Mack**

Data Scientist, U.S. Census Bureau

##### **Randy Moore**

Finance Statistics Branch Chief, U.S. Census Bureau

Census Bureau data is foundational for understanding your city’s people and economy and making good decisions. Users can often feel overwhelmed when searching for the data they need. With major data releases from the 2020 Census, American Community Survey, and Public Sector Surveys, it is critical that Municipal Clerks stay up to date on data resources available to them from the U.S. Census Bureau and the new ways of accessing these data.

In this session, you will participate in interactive demonstrations of new ways to access these data to learn how to get a handle on just the data you need.

# Wednesday, May 25

## Concurrent Education Session #21

Wednesday, May 25, 2022 10:00 a.m. - 12:00 p.m.

### ■ Communicating with the Mentally Impacted Population

**Dr. Christy Kane, PsyD, PhD, CMHC**

CEO, 360 Focus Mental Health  
Highland, Utah

From a neurological perspective, Dr. Christy Kane will provide attendees with an in-depth understanding of how mental health issues impact the brain and how such brain issues are manifested in the daily population Municipal Clerks serve. From this neurological understanding, Dr. Kane will instruct on practical skills Municipal Clerks can use to help calm, manage, direct, and work with individuals who are mentally impaired. Further, Dr. Kane will provide in-depth understanding of how trauma impacts the human brain and practices Municipal Clerks can cultivate to help stabilize and increase their own mental health while healing from past trauma.

Following this session, participants will have a better understanding of:

- Mental health issues their community is facing
- How those mental health issues are publicly manifested
- Ways to work with impaired mental health individuals
- The neurological impact of trauma on the brain
- What “mental health” is and what it is not

## Concurrent Education Session #22

Wednesday, May 25, 2022 10:00 a.m. - 12:00 p.m.

### ■ Intercultural Creativity: The Ace Up Your Sleeve for the Future of Work

**Genein Letford,**

Chief Creative Director  
CAFFE Strategies, LLC  
Buckeye, Arizona

Creative thinking is now the #1 skill needed in our workforce. This is a VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment and increasing the creative thinking skills on your teams and in your leadership is

no longer a luxury, it’s now required. But creativity can’t thrive unless there is a culture of inclusion, belonging, and psychological safety.

This interactive session combines intercultural development—a key tool needed for inclusion—with a methodology that cultivates and expands creative thinking.

Attendees will learn how to:

- Connect culture with creativity
- Analyze cultural behaviors and become aware and beneficially responsive
- Creatively engage with other cultures in business virtual and in person
- Advance intercultural competence for success in Clerk interactions

## Concurrent Education Session #23

Wednesday, May 25, 2022 10:00 a.m. - 12:00 p.m.

### ■ Cyber Security, Social Engineering Attacks, and How to Secure Your Municipality

**Pete Canavan**

Personal Safety Expert, PJC Services, LLC  
Kingston, Pennsylvania

Local government networks and municipalities have become attractive targets for cybercriminals in recent years. This is because these systems contain sensitive information about residents, including social security numbers, addresses, financial and tax records, and more. These systems also contain information about infrastructure, so municipal services are also at risk. By law, government must be transparent, and so any breach must be reported, potentially creating a public relations nightmare of municipalities. They cannot be complacent considering the increase in threats.

Data breaches and threats in cyberspace have skyrocketed in recent years. These threats are not limited to the private sector, and many municipalities, especially smaller ones without large IT budgets are increasingly at risk. In March of 2018, the City of Atlanta was the victim of a major ransomware attack that disabled many services for over a week, resulting in lost data and the disruption of many of the city’s services. In March of 2021, Baltimore



## Wednesday, May 25 (continued)

experienced an emergency when their 911 dispatch system was shut down from a ransomware attack. These has affected municipalities all over the country. Today's municipalities must become more aware of their vulnerabilities and take measures to protect their data and their services—they must fight back against the cyber-criminals.

With so much municipal information moving online and into the “cloud,” there is a very real threat that data can be stolen, exploited, and leveraged. In this session, you will learn the most critical ways your data is under attack and discover the best defenses to protect your municipality from cyber threats. The increased use of mobile devices and remote access has made it more difficult to secure data and services—especially since many of the various systems in a municipality are interconnected. From websites to email to remotely accessing resources, it is imperative that Clerks understand the risks and how to avert problems. In addition, many municipalities are becoming “smart” cities that increasingly rely on technologies that integrate with video surveillance, traffic flow monitoring, lighting motion sensors, and much more.

### Concurrent Education Session #24

Wednesday, May 25, 2022 10:00 a.m. – 12:00 p.m.

#### ■ High Touch Public Interface in a Low Touch World

##### **Sheila Moss and Judith Tavano**

Consultants, Information Solutions Team  
Lowell, Arkansas

The 2020-2021 worldwide pandemic has changed so many aspects of our lives; not the least of which is how we, as people, relate to each other. The stress of the pandemic has everyone at fever pitch. For those who serve the public, social distancing is presenting particular challenges for effective public interface—from not being able to hear your masked constituents clearly to dealing with their fears, frustrations, and overwhelming desire for things to be back the way they used to be.

In this workshop, we will unpack how your job has changed and how now, more than ever, your ability to truly empathize with your public and communicate in ways that meet their needs is paramount. We will examine the advantage of an outward mindset, the role

resilience plays in times of trouble, how the pandemic has affected each generation, and we will test out some new ways of communicating and problem-solving. Do we have all the answers? No. But we, all of us, are experiencing the same disruption to our daily lives, and we are expecting those who serve the public to be a little more “there” for us than ever before. It’s a big ask, but it’s an ask that cannot go unheard.

### Concurrent Education Session #25

Wednesday, May 25, 2022 10:00 a.m. – 12:00 p.m.

#### ■ Ethics by Degree

##### **Daniel Porter**

Consultant/Trainer, Manchester, Tennessee

If you place a frog in a pot of water and slowly raise the temperature, it will adapt to its environment and slowly boil to death...a death by degrees. Similarly, most people don't become unethical overnight; instead, it is a gradual process.

A Municipal Clerk accepts a caramel macchiato from a vendor every time they visit City Hall....

The vendor offers them a \$25 gift card to Bass Pro Shop for every \$200 in office supplies they purchase.

Before you know it, they are accepting season tickets to the Seattle Seahawks.

People don't become unethical in one big transgression. Instead, they do small things in the “gray” area between ethical and unethical.

Don't find yourself answering citizens' questions about why you paid so much for ink pens and paper. Join Fraud Investigator Daniel Porter as he:

- Defines ethics
- Poses some ethical questions guaranteed to make you think
- Reviews the IIMC Code of Ethics
- Does a deep dive into a case study of an individual who started small and got deeper and deeper into unethical behavior

## Wednesday, May 25 (continued)

### Concurrent Education Session #26

Wednesday, May 25, 2022 1:30 p.m. – 3:30 p.m.

#### ■ Communicating with the Mentally Impacted Population

##### Dr. Christy Kane, PsyD, PhD, CMHC

CEO, 360 Focus Mental Health  
Highland, Utah

From a neurological perspective, Dr. Christy Kane will provide attendees with an in-depth understanding of how mental health issues impact the brain and how such brain issues are manifested in the daily population Municipal Clerks serve. From this neurological understanding, Dr. Kane will instruct on practical skills Municipal Clerks can use to help calm, manage, direct, and work with individuals who are mentally impaired. Further, Dr. Kane will provide in-depth understanding of how trauma impacts the human brain and practices Municipal Clerks can cultivate to help stabilize and increase their own mental health while healing from past trauma.

Following this session, participants will have a better understanding of:

- Mental health issues their community is facing
- How those mental health issues are publicly manifested
- Ways to work with impaired mental health individuals
- The neurological impact of trauma on the brain
- What “mental health” is and what it is not

### Concurrent Education Session #27

Wednesday, May 25, 2022 1:30 p.m. – 3:30 p.m.

#### ■ Intercultural Creativity: The Ace Up Your Sleeve for the Future of Work

##### Genein Letford,

Chief Creative Director  
CAFFE Strategies, LLC  
Buckeye, Arizona

Creative thinking is now the #1 skill needed in our workforce. This is a VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment and increasing the creative thinking skills on your teams and in your leadership is

no longer a luxury, it’s now required. But creativity can’t thrive unless there is a culture of inclusion, belonging, and psychological safety.

This interactive session combines intercultural development—a key tool needed for inclusion—with a methodology that cultivates and expands creative thinking.

Attendees will learn how to:

- Connect culture with creativity
- Analyze cultural behaviors and become aware and beneficially responsive
- Creatively engage with other cultures in business—virtual and in person
- Advance intercultural competence for success in Clerk interactions

### Concurrent Education Session #28

Wednesday, May 25, 2022 1:30 p.m. – 3:30 p.m.

#### ■ Cyber Security, Social Engineering Attacks, and How to Secure Your Municipality

##### Pete Canavan

Personal Safety Expert  
PJC Services, LLC  
Kingston, Pennsylvania

Local government networks and municipalities have become attractive targets for cybercriminals in recent years. This is because these systems contain sensitive information about residents, including social security numbers, addresses, financial and tax records, and more. These systems also contain information about infrastructure, so municipal services are also at risk. By law, government must be transparent, and so any breach must be reported, potentially creating a public relations nightmare of municipalities. They cannot be complacent considering the increase in threats.

Data breaches and threats in cyberspace have skyrocketed in recent years. These threats are not limited to the private sector, and many municipalities, especially smaller ones without large IT budgets are increasingly at risk. In March of 2018, the City of Atlanta was the victim of a major ransomware attack that disabled many services for over a week, resulting in lost data and the disruption of many of the city’s services. In March of 2021, Baltimore experienced an emergency when their 911 dispatch system was shut down from a ransomware attack. These

## Wednesday, May 25 (continued)

attacks have affected municipalities all over the country. Today's municipalities must become more aware of their vulnerabilities and take measures to protect their data and their services—they must fight back against the cybercriminals.

With so much municipal information moving online and into the “cloud,” there is a very real threat that data can be stolen, exploited, and leveraged. In this session, you will learn the most critical ways your data is under attack and discover the best defenses to protect your municipality from cyber threats. The increased use of mobile devices and remote access has made it more difficult to secure data and services—especially since many of the various systems in a municipality are interconnected. From websites to email to remotely accessing resources, it is imperative that Clerks understand the risks and how to avert problems. In addition, many municipalities are becoming “smart” cities that increasingly rely on technologies that integrate with video surveillance, traffic flow monitoring, lighting motion sensors, and much more.

### Concurrent Education Session #29

Wednesday, May 25, 2022 1:30 p.m. - 3:30 p.m.

#### ■ High Touch Public Interface in a Low Touch World

##### Sheila Moss and Judith Tavano

Consultants, Information Solutions Team  
Lowell, Arkansas

The 2020-2021 worldwide pandemic has changed so many aspects of our lives; not the least of which is how we, as people, relate to each other. The stress of the pandemic has everyone at fever pitch. For those who serve the public, social distancing is presenting particular challenges for effective public interface—from not being able to hear your masked constituents clearly to dealing with their fears, frustrations, and overwhelming desire for things to be back the way they used to be.

In this workshop, we will unpack how your job has changed and how now, more than ever, your ability to truly empathize with your public and communicate in ways that meet their needs is paramount. We will examine the advantage of an outward mindset, the role resilience plays in times of trouble, how the pandemic has affected each generation, and we will test out some

new ways of communicating and problem-solving. Do we have all the answers? No. But we, all of us, are experiencing the same disruption to our daily lives, and we are expecting those who serve the public to be a little more “there” for us than ever before. It’s a big ask, but it’s an ask that cannot go unheard.

### Concurrent Education Session #30

Wednesday, May 25, 2022 1:30 p.m. - 3:30 p.m.

#### ■ Ethics by Degree

##### Daniel Porter

Consultant/Trainer, Manchester, Tennessee

If you place a frog in a pot of water and slowly raise the temperature, it will adapt to its environment and slowly boil to death...a death by degrees. Similarly, most people don't become unethical overnight; instead, it is a gradual process.

A Municipal Clerk accepts a caramel macchiato from a vendor every time they visit City Hall...

The vendor offers them a \$25 gift card to Bass Pro Shop for every \$200 in office supplies they purchase.

Before you know it, they are accepting season tickets to the Seattle Seahawks.

People don't become unethical in one big transgression. Instead, they do small things in the “gray” area between ethical and unethical.

Don't find yourself answering citizens' questions about why you paid so much for ink pens and paper. Join Fraud Investigator Daniel Porter as he:

- Defines ethics
- Poses some ethical questions guaranteed to make you think
- Reviews the IIMC Code of Ethics
- Does a deep dive into a case study of an individual who started small and got deeper and deeper into unethical behavior

## Wednesday, May 25 (continued)

### Concurrent Education Session #31

Wednesday, May 25, 2022

4:00 p.m. - 5:30 p.m.

#### ■ The Three Cs for Managing Unconscious Bias

##### **Dima Ghawi**

Keynote Speaker and Executive Coach  
Dima Ghawi, LLC.  
*Baton Rouge, Louisiana*

In this engaging presentation, Dima Ghawi delves into the intricacies of unconscious bias, uncovering the root of these predispositions and sharing actionable methods for managing these unseen prejudices. The dialogue focuses on three essential messages related to Curiosity, Courageousness, and Commitment. These three Cs emphasize the importance of:

- Sparking curiosity through self-reflection and continued conversations about discrimination and conscious and unconscious biases
- Finding the courage to stand up and challenge the old programming to break free of harmful norms and become allies for minority groups
- Committing to the continuous journey of self-improvement and taking an active role in being part of the solution

The session will cover the various types of unconscious biases and microaggressions and highlight the negative impact of these biases in the workplace. Dima will share innovative neuroscience research on the effect of biases on our brains and wellbeing, and provide highlights derived from a variety of workplace surveys with messages essential for managing these biases.

You will further recognize the importance of managing biases and the power of allyship. This session will yield actionable takeaways to be more Curious, Courageous, and Committed to current and future diversity, equity, and inclusion initiatives. This results in a positive ripple effect at the personal, organization, and community levels.

### Concurrent Education Session #32

Wednesday, May 25, 2022

4:00 p.m. - 5:30 p.m.

#### ■ Hindsight Is 2020: Navigating Transparency and Open Meetings

##### Panel:

**Amanda Campos, CMC**, City Secretary,  
*City of Burleson, Texas*

**Stephanie Carouthers Kelly, MMC**,  
City Clerk and IIMC Past President,  
*City of Charlotte, North Carolina*

**Jannette Goodall, MMC**, City Clerk/Records Manager,  
*City of Austin, Texas*

**Sandra Pinsonault, MMC**, Town Clerk,  
*Town of Dorset, Vermont*

The pandemic forced Municipal Clerks to reinvent many of the functions of the office over the past two years, including holding open meetings, ensuring public participation in meetings, maintaining transparency with residents, teleworking, supporting Council and staff, etc. While a pandemic is not the most desired way of learning, it forced us all to think outside of the box and our comfort zones. In this session, a panel of Municipal Clerks will discuss how they are taking the good from their experiences to make their cities better.

This session will focus on:

- Impacts of the pandemic on Council, staff, and the public
- Impacts of the pandemic on transparency and public participation
- Innovative solutions and the need to act quickly and think creatively
- Legislative impacts
- Role of the Clerk during the pandemic and moving forward
- Lessons learned



## Wednesday, May 25 (continued)

### Concurrent Education Session #33

Wednesday, May 25, 2022

4:00 p.m. - 5:30 p.m.

#### ■ **How to Defeat a Worldwide Pandemic: A Local Approach to Dealing with COVID-19 in Belgium**

##### **Wim Van Der Schoot**

Gemeentesecretaris

Municipality of Ranst, Belgium

Prior to 2019, “Corona” was best known as the halo light seen around the sun or moon, especially during an eclipse. This is a fitting metaphor for the impact of the COVID-19 pandemic on local governments in not only Belgium, but around the globe.

The world has been in the dark since the light went out on March 13, 2020, both figuratively and literally. The impact of this never-ending eclipse has been severe, and the toll taken on the people remains high and heavy.

However, even in an eclipse there is a ray of light - a beacon of hope that can only be compared to the iconic “Bat Signal” calling for our favorite Caped Crusader Batman, to save the community. Local government employees, Municipal Clerks in particular, are the caped crusaders of the pandemic. Staying calm and composed, we have navigated the best we can through trial and error acknowledging that our days don’t always have to be full of doom and gloom. Management of this crisis has created valuable lessons and opportunities as we look to the future of government services.

During this session, a panel of Dutch Clerks will distinguish five critical tasks in strategic leadership during a crisis including sense making, decision making, coordinating, meaning making, accounting, and learning. These five critical tasks provide an interesting framework and are ideal steppingstones to highlight the different dimensions of the crisis and the approach taken by municipalities in Belgium.

### Concurrent Education Session #34

Wednesday, May 25, 2022

4:00 p.m. - 5:30 p.m.

#### ■ **Distraction Freedom**

##### **Paul Weston**

President and Head of Solutions

Paul Weston Consulting Inc.

*Newmarket, Ontario, Canada*

Is this your life:

- Is it becoming more and more difficult to get your work done without being distracted?
- Do other people, emails, social media notifications, chat, Slack get in the way of your work?
- Have you tried to block off time, close the door, tell people not to disturb you, but they didn’t seem to take any notice?
- Do emails and phone notifications constantly distract you?

Would you prefer to:

- Discover the joy of working in a distraction-free environment
- Complete your tasks efficiently, to the highest standard & achieve better results
- Become more effective in your work overall and feel good at the end of the day
- Increase your quality of life by setting healthy boundaries and enjoy gold medal-winning weeks.

If you answered yes, then this session is for you! Distraction Freedom is centered around creating professional, personal and social spaces that are not disrupted by distractions in order to allow us to spend more time doing activities that are important, to a higher quality, and spend more time with the people we love. You will be given tools to create a Focus Zone system designed specifically to support your busy professional lifestyle and overcoming your unique challenges. Distraction Freedom is jet fuel for an optimized personal and professional life and will give participants a better perspective on the causes and health implications of living with constant distractions in every aspect of their lives.

The presentation will outline the transformation that can be created by a mindset shift through the implementation of a methodical approach to overcoming the addiction of distraction. Your Focus Zone is where your unique brilliance shines the brightest, offering tremendous satisfaction and gold medal-winning weeks.





# 2022 IIMC Annual Conference Education Planner

Use this form to plan your preferred education track and make the registration process a cinch!

**NOTE: All Saturday and Sunday pre-conference sessions require additional fees and ticket purchases**

## Saturday, May 21, 2022

| Time                    | Session Options  | Choice Ranking |
|-------------------------|--|----------------|
| 8:00am - 12:00am (4hrs) | <b>Pre-Conference Academy Session #1 (\$179.00)</b> - <i>"Action Through the Lens of Race: Enacting Antiracist Change in Municipal Leadership"</i>       |                |
| 8:00am -12:00am (4hrs)  | <b>Pre-Conference Academy Session #2 (\$179.00)</b> - <i>"Ethiture™ - Where Ethics and Culture Merge - Ethical Standards and The Culture You Create"</i> |                |
| 1:00pm - 5:00pm (4hrs)  | <b>Pre-Conference Academy Session #3 (\$179.00)</b> - <i>"HR is Sexy: Human Resource Trends in Municipal Government"</i>                                 |                |
| 1:00pm - 5:00pm (4hrs)  | <b>Pre-Conference Academy Session #4 (\$179.00)</b> - <i>"Liar, Liar Pants on Fire"</i>  |                |
| 9:00am - 4:00pm (6hrs)  | <b>Athenian Leadership Dialogue #1 (\$110.00)</b> - <i>"Leaders Eat Last: Why Some Teams Pull Together and Others Don't" by Simon Sinek</i>              |                |
| 9:00am - 4:00pm (6hrs)  | <b>Athenian Leadership Dialogue #2 (\$110.00)</b> - <i>"The Survivor: Bill Clinton in the White House" by John F. Harris</i>                             |                |

## Sunday, May 22, 2022

| Time                   | Session Options   | Choice Ranking |
|------------------------|---|----------------|
| 8:00am -12:00pm (4hrs) | <b>Pre-Conference Academy Session #5 (\$179.00)</b> - <i>"Leading with Social + Emotional Intelligence"</i>   |                |
| 8:00am -12:00pm (4hrs) | <b>Pre-Conference Academy Session #6 (\$179.00)</b> - <i>"Mind-Numbing vs Mind-Blowing: How to Energize Your Presentation"</i>  |                |
| 1:00pm -5:00pm (4hrs)  | <b>Pre-Conference Academy Session #7 (\$179.00)</b> - <i>"Critical Thinking for Better Judgement: Developing a Mindset to Look Past the Surface"</i>                          |                |
| 1:00pm-5:00pm (4hrs)   | <b>Pre-Conference Academy Session #8 (\$179.00)</b> - <i>"The Dilemma of the Frustrated Visionary: How Vision-Driven Leaders Fuel a Movement without Causing Burnout"</i>     |                |
| 9:00am-4:00pm (6hrs)   | <b>Athenian Leadership Dialogue #3 (\$110.00)</b> - <i>"The Gifts of Imperfection: Let Go of Who You Think You Are Supposed To Be and Embrace Who You Are" by Brené Brown</i> |                |
| 9:00am-4:00pm (6hrs)   | <b>Athenian Leadership Dialogue #4 (\$110.00)</b> - <i>"Dutch Girl: Audrey Hepburn and World War II" by Robert Matzen and Luca Dotti</i>                                      |                |

**All Education below is included in your Ticket package.  
Please select one session per time slot**

## Monday, May 23, 2022

| Time                                       | Session Options   | Choice Ranking           |
|--|---|--------------------------|
| 1:00pm-2:30pm (1.5hr)                      | <b>General Session #1 - "Genius Jam"</b>  | Included in your Ticket! |
| <b>Choose <u>One</u> of the Following:</b> |   |                          |
| 3:00pm-5:00pm (2hrs)                       | <b>Concurrent Session #1 - "Shaping Culture In a Post-Covid Workplace"</b>  |                          |
| 3:30pm-5:30pm (2hrs)                       | <b>Concurrent Session #2 - "Growing as a Leader, One Difficult Conversation at a Time"</b>                                    |                          |
| 3:30pm-5:30pm (2hrs)                       | <b>Concurrent Session #3 - "Reflective Leadership: The Essence of Self-Awareness and Authenticity and How to Get Results"</b> |                          |
| 3:30pm-5:30pm (2hrs)                       | <b>Concurrent Session #4 - "Solve A Team's Communications Problem – The Illusion That It Has Taken Place"</b>                 |                          |
| 3:30pm-5:30pm (2hrs)                       | <b>Concurrent Session #5 - "Mastering Strategic Thinking "</b>  |                          |



# 2022 IIMC Annual Conference Education Planner

Use this form to plan your preferred education track and make the registration process a cinch!

## Tuesday, May 24, 2022

| Time   | Session Options   | Choice Ranking                  |
|--|---|---------------------------------|
| 8:00am-9:30am (1.5hr)  | <b>General Session - "Mentorship vs. Management: How Extraordinary Leaders Inspire, Retain, and Engage All Employees"</b>   | <b>Included in your Ticket!</b> |
| <b>Choose One of the Following:</b>  |   |                                 |
| <b>NOTE: Sessions offered from 10:00am-12:00pm will be repeated from 1:30pm-3:30pm</b> |   |                                 |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #6 - "Securing Election and Municipal Infrastructure"</b>   |                                 |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #7 - "Leading the Pack – How a Culture of Learning Puts You Ahead"</b>  |                                 |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #8 - "Diversity Diamonds: Empowering Your Employees to Create with Passion and Purpose"</b>   |                                 |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #9 - "21st Century Priority Based Budgeting: The Next Chapter in Budget Transformation in Support of Sustainability, Equity, Climate Action and More"</b> |                                 |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #10 - "Employee Well Being and Work Life Integration in a Hybrid Environment"</b>   |                                 |

## Tuesday, May 24, 2022

| Time   | Session Options  | Choice Ranking |
|--|--|----------------|
| <b>Choose One of the Following (make sure it is different than the morning session you selected!):</b> |  |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #11 - "Securing Election and Municipal Infrastructure"</b>   |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #12 - "Leading the Pack – How a Culture of Learning Puts You Ahead"</b>  |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #13- "Diversity Diamonds: Empowering Your Employees to Create with Passion and Purpose"</b>  |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #14 - "21st Century Priority Based Budgeting: The Next Chapter in Budget Transformation in Support of Sustainability, Equity, Climate Action and More"</b> |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #15- "Employee Well Being and Work Life Integration in a Hybrid Environment"</b>   |                |

## Tuesday, May 24, 2022

| Time                                | Session Options  | Choice Ranking |
|-------------------------------------|--|----------------|
| <b>Choose One of the Following:</b> |  |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #16 - "Diversity and Inclusion: Worth More Than Gold"</b>                                  |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #17 - "Building Future Leaders within your Office"</b>                                     |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #18 - "Municipal Clerks as Accidental Archivists"</b>                                      |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #19- "Saying It in Minutes"</b>  |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #20 - "Seize the Data! Accessing the Once-in-a-Decade Statistics from the 2020 Census"</b> |                |

# 2022 IIMC Annual Conference Education Planner

Use this form to plan your preferred education track and make the registration process a cinch!

## Wednesday, May 25, 2022

| Time   | Session Options   | Choice Ranking |
|--|---|----------------|
| <b>Choose One of the Following:</b>  |   |                |
| <b>NOTE: Sessions offered from 10:00am-12:00pm will be repeated from 1:30pm-3:30pm</b> |   |                |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #21</b> - <i>"Communicating with the Mentally Impacted Population"</i>                            |                |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #22</b> - <i>"Intercultural Creativity: The Ace Up Your Sleeve for the Future of Work"</i>        |                |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #23</b> - <i>"Cyber Security, Social Engineering Attacks and How To Secure Your Municipality"</i> |                |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #24</b> - <i>"High Touch Public Interface in Low Touch World"</i>                                 |                |
| 10:00am-12:00pm (2hrs)   | <b>Concurrent Session #25</b> - <i>"Ethics by Degree"</i>   |                |

## Wednesday, May 25, 2022

| Time   | Session Options   | Choice Ranking |
|--|---|----------------|
| <b>Choose One of the Following (make sure it is different than the morning session you selected!):</b> |   |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #26</b> - <i>"Communicating with the Mentally Impacted Population"</i>                            |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #27</b> - <i>"Intercultural Creativity: The Ace Up Your Sleeve for the Future of Work"</i>        |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #28</b> - <i>"Cyber Security, Social Engineering Attacks and How To Secure Your Municipality"</i> |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #29</b> - <i>"High Touch Public Interface in Low Touch World"</i>                                 |                |
| 1:30pm-3:30pm (2hrs)   | <b>Concurrent Session #30</b> - <i>"Ethics by Degree"</i>   |                |

## Wednesday, May 25, 2022

| Time                                | Session Options   | Choice Ranking |
|-------------------------------------|---|----------------|
| <b>Choose One of the Following:</b> |   |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #31</b> - <i>"The Three C's for Managing Unconscious Bias"</i>  |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #32</b> - <i>"Hindsight Is 2020: Navigating Transparency and Open Meetings"</i>                             |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #33</b> - <i>"How to Defeat a Worldwide Pandemic: A Local Approach to Dealing with COVID-19 in Belgium"</i> |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #34</b> - <i>"TBD"</i>  |                |
| 4:00pm-5:30pm (1.5hrs)              | <b>Concurrent Session #35</b> - <i>"Leading Through Change"</i>   |                |