

EVENT REGISTRATION PACKET

2024 IIMC Region 1 Annual Meeting & Training Conference

March 24 – 26, 2024

**Marriott Springfield Downtown
Springfield, MA**



Hello IIMC Region 1 Members! We are so looking forward to welcoming you to Springfield, MA, known as “The City of Firsts”, for the 2024 International Institute of Municipal Clerks Region 1 Annual Meeting and Training Conference. We hope you find this to be a great event.

Our event theme is “Serving as a Public Official in 2024: Developing Grit, Tenacity, Perseverance and Resilience.” We feel this topic is so well suited for today’s government environment. We are looking forward to learning from our returning presenters, Connecticut Municipal Clerks Institute faculty members Cathy Donahue and Alana Ledford. We are excited to offer two optional sessions as well – an evening session with New England Municipal Clerks Institute faculty member Jim Ognibene as well as a Tuesday afternoon tour of Springfield City Hall.

Highlights of our event feature an Athenian Dialogue with a tour of the Dr. Seuss Museum; since Dr. Seuss is a native of Springfield, we thought this would add a spirit of creativity and whimsy to the conference. We will also have our annual Tea Cup Raffle fundraiser, an early morning walk on the hotel rooftop terrace, vendors who generously support us, and more.

Area amenities include the National Basketball Hall of Fame, MGM Casino, Titanic Museum & Historical Society, Lee Premium Shopping Outlets, Yankee Candle flagship store, and more. Come early and stay late to enjoy all that western MA has to offer.

We are pleased to report that we were able to hold the line and keep the registration fee the same as it was for 2023 and up to 9.5 points towards your CMC or MMC are available thanks to the Institutes and IIMC. Please join us and reach out with any questions you may have. We look forward to hosting you.

Sincerely,



Susan Haag

Susan Haag, RMC, MMC
Region 1 Director
Town of Austerlitz, NY
shaag@austerlitzny.com

Kathleen Montejo

Kathleen Montejo, MMC, CCM, RP
Region 1 Director
City of Lewiston, ME
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EVENT REGISTRATION FORM
2024 IIMC REGION 1 ANNUAL MEETING AND
TRAINING CONFERENCE
 March 24-26, 2024
 Marriot Springfield Downtown, Springfield, MA

ANNUAL MEETING AND CONFERENCE REGISTRATION:

✓	Description of Event Packages	Cost
	Region 1 Annual Meeting FULL PACKAGE WITH Athenian Dialogue <i>Includes: Sunday lunch, Sunday evening meal, Monday breakfast, lunch and dinner, Tuesday breakfast, all snack breaks, Annual Meeting, all educational sessions</i>	\$350.00
	Athenian Dialogue ONLY <i>Includes: Dialogue and museum tour, Sunday lunch</i>	\$125.00
	Region 1 Annual Meeting FULL PACKAGE WITHOUT Athenian Dialogue <i>Includes: Sunday evening meal, Monday breakfast, lunch and dinner, Tuesday breakfast, all snack breaks, Annual Meeting, all educational sessions</i>	\$250.00
	Region 1 Annual Meeting and Education Sessions – Monday ONLY <i>Includes: Monday breakfast, lunch and dinner, snack breaks, Annual Meeting, educational sessions</i>	\$175.00
	Region 1 Annual Meeting Walk Run fundraiser	\$20
	Monday Evening Session – check if planning to attend to help us estimate turnout	\$0
	Tour of Springfield City Hall – check if planning to attend to help us estimate turnout	\$0
	TOTAL AMOUNT ENCLOSED	\$

EVENT PARTICIPANT INFORMATION:

First & Last Name:	Title:
Name for Badge:	Are you a CMC: _____ Are you an MMC: _____ Is this your first Region 1: _____
Municipality and State:	Population:
Email:	Cell Phone:

Please make check payable to: IIMC Region 1 and mail to: Sandra Pinsonault, PO Box 24,
 East Dorset, VT 05253 Registration due date: March 15, 2024

HOTEL INFORMATION:

Marriott Springfield Downtown, 2 Boland Way, Springfield, MA 01115
 \$129/night plus tax, \$10/day parking garage fee. Rate good for Sat, Sun and Mon nights. Book room reservation directly with hotel: 1-413-781-7111. Room block opens Feb. 12 at 12noon and closes March 1. Must state: IIMC Region 1 Annual Meeting when booking. Reservations must be booked with major credit card. Guests can cancel for any reason up to 48 hours prior to check-in. At check-in hotel may place a hold on the card for the guest's estimated charges. Or book directly online at:
<https://www.marriott.com/event-reservations/reservation-link.mi?id=1707761968934&key=GRP&app=resvlink>

2024 IIMC REGION 1 ANNUAL MEETING AND TRAINING SESSION SCHEDULE OF EVENTS:

** Subject to slight adjustments in times as needed*

Sunday, March 24:

9:00am – 4:00pm Athenian Dialogue & Museum Tour, includes lunch
6:00pm – 7:30pm Welcome Reception with Vendors

Monday, March 25:

7:30am – 8:30am Breakfast
7:30am – 9:00am New England Association of City & Town Clerks' Board Meeting and Breakfast
8:30am – 9:00am Vendor Visits, Tea Cup Raffle display
9:00am – 10:30am Session 101, part 1 – Foundations of Resiliency: Essential Strategies
10:30am -11:00am Break with Vendor Visits
11:00am –12:00pm Session 101, part 2 – Foundations of Resiliency: Essential Strategies
12:00pm – 1:30pm IIMC Region 1 Annual Meeting & Lunch
1:30pm – 3:00pm Session 102, part 1 – Communicating with Resilience in Challenging Times
3:00pm -3:30pm Break with Vendor Visits
3:30pm – 5:00pm Session 102, part 2 – Communicating with Resilience in Challenging Times
5:30pm – 6:00pm Reception, cash bar
6:00pm – 7:15pm Dinner
7:15pm – 9:15pm Optional Evening program – Advanced Body Language

Tuesday, March 26:

6:00am – 6:30am Walk/Run Fundraiser on Rooftop Terrace
7:00am -8:00am Breakfast
8:00am – 8:30am Vendor Visits, Tea Cup Raffle display
8:30am – 10:00am Session 103, part 1 – Cultivating a Resilient Mindset: Continuous Learning and Growth
10:00am -10:30am Break with Vendor Visits, Tea Cup Raffle drawings
10:30am –12:00pm Session 103, part 2 – Cultivating a Resilient Mindset: Continuous Learning and Growth
12:00pm – 1:00pm Lunch on own
1:00pm – 3:00pm Tour of Springfield City Hall

2024 IIMC REGION 1 ANNUAL MEETING & TRAINING SESSION DESCRIPTIONS:

ATHENIAN DIALOGUE:

“Dr. Seuss & Mr. Geisel, A Biography” written by Judith & Neil Morgan. Tour of The Amazing World of Dr. Seuss, learn more at www.springfieldmuseums.org/about/dr-seuss-museum/. Learn the leadership lessons offered by Dr. Seuss, author of over 60 books. See the separate flyer for additional information.

BUILDING RESILIENCE TOGETHER TO NAVIGATE AN EVER-CHANGING PUBLIC LANDSCAPE:

In today’s rapidly changing world, town clerks play a vital role in maintaining the stability and functionality of their communities. The challenges they face are diverse, so the value of a credible, professional voice is essential. Through engaging sessions, case study analysis, networking connections, and resource hubs, this interactive approach will foster practical learning and skill development. The primary goal of these sessions is to empower municipal clerks with the tools and strategies necessary to enhance the resilience of their towns and cities with both preparations and adaptation in mind.

Session 101 – Foundations of Resiliency: Essential Strategies for 2024

Why are we talking about resiliency in 2024? We will explore how adaptability, emotional intelligence, and a growth mindset are essential as the global landscape continues to evolve at an ever-increasing rate. This session will identify and explore the components of resiliency and how you can manage the expectations and demands of today’s public service world.

Key concepts:

- ✓ Understand resilience and perseverance in the context of town management
- ✓ Target essential challenges facing municipal clerks
- ✓ Explore the components of resiliency to position you and your office for success
- ✓ Case Study: Transferable skills & and strategies towards favorable outcomes

Session 102 – Communicating with Resilience in Challenging Times

In navigating challenging times, effective communication serves as a linchpin for fostering resilience, understanding, and collective strength. We will explore why and how communicating with clarity, empathy and transparency is paramount in the face of adversity or crisis. Leaders who can articulate a compelling vision for overcoming challenges and inspire a shared sense of purpose contribute significantly to organizational and community resilience.

Key concepts:

- ✓ Learn how to persuade the “unpersuadable”
- ✓ Explore strategies to work and communicate with challenging people
- ✓ Resilient Leadership: Leading by example
- ✓ Team Building for Resilience: Leverage your EQ to build stronger relationships with teams and constituents
- ✓ Case Study: Workplace resilience success

Session 103 – Cultivating a Resilient Mindset: Continuous Learning and Growth

Continuous learning and growth in resilience are inseparable companions in the journey to personal and professional development. Embracing a mindset of perpetual learning, individuals cultivate the ability to adapt and thrive in the face of challenges. Resilience, as a dynamic quality, flourishes when individuals view setbacks not as insurmountable obstacles but as opportunities for growth. Commitment to continuous learning involves seeking knowledge from experience, acquiring new skills, and fostering a curiosity-driven approach to life.

Key concepts:

- ✓ Learn how to navigate uncertainties and bounce back from setbacks
- ✓ Leverage adversity as momentum for growth
- ✓ Develop a personal plan for your growth mindset and continuous learning
- ✓ Use your Municipal Clerk professional network for resources, mentoring and peer support

ADVANCED BODY LANGUAGE: Legs In Step, Shoulders Back, Hands on Hips – Ready for Action ?

Are you ready for a get-up and move-around training? This program is designed for all municipal clerks who interact with the public (all of them!). You will learn communication skills to help manage the wide range of interactions you experience as a public official. Do you know what messages your body language is sending out? Do you know how to read the messages that the body language of customers is sending out? Before an upset customer even starts to speak, know what messages they are already sending out so you can be prepared to respond.

If you like charades, you will enjoy this fun, interactive session. Facilitator will pass out body postures on note cards and ask for volunteers to act out the posture, for the rest of the group to guess what it is and what it usually indicates. This is a get-up and move-around workshop!

Did you know what non-verbal's make up approximately 55% of all communication? Understanding body language improves negotiating, problem solving, and interpersonal skills by correctly interpreting non-verbals and other important signals. For example, arms crossed over the upper chest with hands clinched may signify holding something back (maybe anger). Leaning back shows an air of defiance. Hands on hips with elbows pointed back indicates a readiness to negotiate. Fidgeting, excessively changing position and constantly touching hair, parts of their face can indicate nervousness or irritation. Learning these non-verbals will give you an edge when interacting with a wide variety of personalities and situations. Don't miss this fun, interactive session!

Post session, attendees will receive a link to a ten-question quiz via e-mail. Certificate issued immediately via email after scoring a 70% or better (1 CMC or 1 MMC point awarded).

TOUR OF SPRINGFIELD CITY HALL:

Behind-the-scenes tour of the City Council Chambers, City Clerk's Office, and more. Learn the office practices, procedures, challenges, and solutions from the staff of the Springfield City Clerk's Office. What best practices and other lessons can you learn as take-aways to bring back to apply to your own office? Learn about city history, issues facing the city, and more. With a population of 154,000, Springfield is the 4th largest city in New England and the 12th largest in Region 1. City Hall is one block from the Marriott.

MEET OUR AMAZING PRESENTERS:

Susan Haag, RMC, MMC - Susan started her municipal career as Tax Collector in 2002. Due to the illness of the Town Clerk at the time, Susan 'stepped in' to help and the rest is history as they say! Susan graduated from Becker Junior College in 1983 and went into the business world as a Manager for Young Shoes. Deciding that retail was not for her, Susan joined the ranks in a local bank serving as Loan Officer until 1993 when she became a stay at home mom. That is of course, until she ran in her first election in 2002 for Tax Collector. She became the Town Clerk/Tax Collector, a combined office, in 2003. Susan has achieved her NYS Town Clerks Association Registered Municipal Clerks designation, the International

Institute of Municipal Clerks Master Municipal Clerk designation, and the Association of Towns of New York State Certified Town Official designation. She has served as a NYSTCA District Director, Secretary, Vice President, President, and is the current Ex-Officio. Susan is also the current Region One Director for IIMC which covers seven states, sits on the Resolutions and Nominating Committee for AOT, and is a Committee Member for the IIMC Foundation Development Committee. Married to Robert, Susan has two children, Robert Jr. and Alease Holden. She is an active member of Cornerstone Fellowship Church and enjoys reading.

Cathleen Donahue – Cathy is a communications strategist and educator. She has partnered with over 50 organizations to grow their strengths and visibility through strategic planning, marketing, and communications. Cathy is a champion of coaching leaders to build strong personal and professional brands. A veteran presenter, she frequently speaks on strategic marketing and communications, planning, leadership development, and sustainability. Cathy serves as an adjunct faculty member in the School of Business Marketing Department at Central Connecticut State University where she teaches managerial communication. She serves as a member of the University's Center for Teaching & Innovation Board of Advisors. She is also a member of the International Association of Business Communications. Cathy holds a master's degree in Organizational Development and Leadership from St. Joseph's University (PA) and a bachelor's degree from the College of the Holy Cross (MA). A resident of New Milford, CT, she is an active volunteer for the Candlewood Lake Authority in promoting responsible stewardship of the largest lake in the State of Connecticut.

Alana Ledford – Alana is a grant writer, business communications analyst, and educator. She teaches Managerial Communication as adjunct faculty in the School of Business Marketing Department at Central Connecticut State University and social media strategy in the School of Communication, Media and the Arts at Sacred Heart University. Previously, she held positions in sports marketing and account management at companies including Adidas America, Zappos, and Timex. Alana graduated with honors earning dual degrees in Mass Communications and English Literature from the University of California Los Angeles (UCLA). She completed her master's in Integrated Communication at the University of Hartford. She holds certification in Online Teaching through Quality Matters, a global organization leading quality assurance in online and innovative digital teaching and learning environments. With an appreciation for the outdoors, she serves on the board of a local nonprofit that focuses on environmental conservation and education.

Jim Ognibene – Jim is a People Enabler, Workshop Leader, Career Coach, Facilitator, Learning Catalyst, Training Manager, and Consultant. Jim's passion is helping both individuals and organizations set and reach personal and professional goals. Jim has been deeply immersed in the field of Organizational and Talent Development for over two decades. He and his team have designed leadership development, team-building, change management and customer service programs while Jim has personally delivered over 1,300 professional development workshops over a twenty year period. He has grown tremendously through giving and receiving many one on one coaching and mentoring sessions. Jim has a Bachelor of Science in Business Administration, Marketing from George Mason University, Virginia and a Masters of Education in Instructional Design from the University of Massachusetts, Boston. He was a member of the Massachusetts Training Advisory Council, a board envisioning the future of training and development for the ninety-five state agencies in the Administration and Finance Secretariat. He is past president of the Boston Trainers Roundtable and the Old South Arts Committee in Boston. Jim is an avid photographer enhanced by his coursework at the New England School of Photography in Boston. He is chair of the Social Outreach Committee at the First Church and regularly serves as a volunteer in the kitchen at Lifebridge and assists with food distribution on Saturdays at the Salem Pantry.

Gladys Oyola-Lopez - Gladys was born in Puerto Rico and raised in Springfield, Massachusetts. From an early age Gladys was taught the importance of public service and civic engagement. Her mother and grandmother instilled in her the importance of community and political activism which shaped her career path. Gladys attended Westfield State University and Bay Path University majoring in Leadership and Organizational

Studies with a minor in Business. During her 26 career in state and local government, Gladys has worked for the Commonwealth of Massachusetts both at the University of Massachusetts Amherst and The House of Representatives in Boston. In 2010, Gladys was appointed the first Latina Election Commissioner in the Commonwealth. During her tenure as Election Commissioner, she has successfully administered 30 local, state, and federal elections and overseen the local count for two decennial federal census counts. In June 2021 she was appointed as the Springfield City Clerk.

Megan Anzalotti – Megan is currently the Acting Executive Assistant to the Springfield City Clerk. She began her career with the City of Springfield working as a call center representative for the city.

HOW THE IIMC CERTIFICATION POINTS STACK UP:

Athenian Dialogue – 3 points
Sponsor – IIMC Region 1

Building Resilience Together (Sessions 101, 102 & 103) – 5 points total
Sponsor – Connecticut Municipal Clerks Institute

Advanced Body Language – 1 point
Sponsor – New England Municipal Clerks Institute

Tour of City Hall - .5 point
Sponsor – IIMC Region 1

The schedule presented allows for a total of 9.5 CMC or MMC points! In order to receive points for classes, the assessment tool must be completed. Once assessments are reviewed, your certificate will be emailed to you.

WHAT ELSE IS FUN TO KNOW ABOUT OUR ANNUAL EVENT:

ANNUAL TEA CUP RAFFLE FUNDRAISER: The Tea Cup Raffle is a tradition for Region 1 and serves as our main fundraiser during the conference. Annual Meeting attendees are asked to bring a small item that will be raffled off. Tickets can be purchased during the conference and on Tuesday a ticket will be pulled for the winner of each item. This fundraiser works so well thanks to the generosity of our membership. Everything will be on display for review in the vendor area.

ANNUAL MEETING WALK/RUN – GET MOVING WITH US TO START YOUR DAY: This event is another fundraiser for Region 1. On Tuesday morning, you are welcome to join us for a walk around the rooftop terrace of the Marriot. Check out photos on their website. This unique venue will allow us to get some fresh air and exercise to get us moving to start the second day of our conference. What a great way to network and meet some clerks you may not have met yet. Each attendee who joins the fun will be entered into a drawing to win a special prize just for those who participate.

VISITS WITH VENDORS – Please support those who support us! Our vendors are so generous to help us sponsor this event and their support helps to underwrite the costs of our professional development. We encourage you to take the time to visit each booth, say hello and thank them.