

Norfolk

Virginia

2018 Preliminary Program

Early Bird Special!
Register by
March 30, 2018
Save \$\$\$\$

72nd Annual Conference

Sunday, May 20 thru Wednesday, May 23, 2018



MacArthur
Memorial Museum

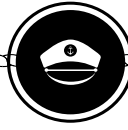


USS Wisconsin



Chrysler Museum
of Art





All Hands On Deck ...

Global Networking For Shared Success

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

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

IIMC Annual Conferences provide a vehicle for members to receive the background and knowledge needed to help them deal with current problems. The future of municipal government depends on informed public officials.

In Norfolk, Delegates will hear keynote speakers who will speak to you about "*Being the Change*" and having "*No Barriers – Only Solutions.*" Other Education highlights include four Athenian Dialogues, six Academy Sessions and a bevy of concurrent sessions that include: *Utilizing Non-Paid Staff to Meet Community Needs; Cultural and Linguistic Competence; Empowering Leadership; How to Create a Memorable Council Orientation Day/Program; Surviving Life Under the Limbo Bar; The Freedom of Information Act—The Do's, the Don'ts and the Uncertainties; Developing; Effective and Interactive Training Programs; The Courage and Compassion to Do the Right Thing: A Lesson*



in Making a Positive Difference; The Realignment Roundabout: Overcoming Failure; and Ethical Issues for Local Government Clerks.

All of these sessions can help you and your community to stay ahead of a challenging and fluctuating environment.

Of course, there will also be numerous opportunities to network and connect with colleagues from throughout the world.

If you've been to an IIMC Annual Conference in the past, we commend your commitment to continuing education and look forward to seeing you in Norfolk in May 2018. If you've never attended an IIMC Annual Conference, then make Norfolk your first of many and come join the learning community.

Conference APP and WI-FI are sponsored by Municode.





City of Norfolk Virginia

Office of the City Clerk

All Hands On Deck ... Global Networking For Shared Success

On behalf of the Council of the City of Norfolk and the Virginia Municipal Clerks Association, it gives me great pleasure to officially invite you to Norfolk, Virginia to attend the 2018 IIMC Annual Conference, May 20-23, 2018.

We are honored that IIMC has chosen Norfolk as your location for the 72nd annual conference. Norfolk last hosted the annual conference in 1974 and much has changed since then!

In addition to the great education opportunities planned through general sessions, informative workshops and various other networking opportunities, we hope that you will be able to enjoy some of the exciting attractions that our waterfront city has to offer. Norfolk is a fascinating blend of cultural, culinary, historical and nautical treasures.

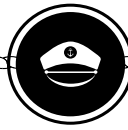
If you should have some spare time, be sure to visit the world-class Chrysler Museum of Art with its Tiffany glass collection and glass blowing studio; the Virginia Zoological Park; the Norfolk Botanical Garden which includes over 175 acres of lush flowering azaleas and roses; Nauticus – the National Maritime Center which includes the USS Wisconsin battleship; Waterside Live! entertainment center on the downtown waterfront; tour the World's largest Naval Base and enjoy designer outlet shopping!

Don't forget to bring your cruise wear for the "cruise-themed" All-Conference event, Monday, May 21 at the Peter G. Decker Jr. Half Moone Center!

We look forward to seeing you soon.

R. Breckenridge Daughtrey, CMC, City Clerk
City of Norfolk

R. Allan Bull, MMC, Chief Deputy City Clerk
City of Norfolk



2018 Annual Conference Education Program

“ALL Hands On Deck...Global Networking For Shared Success”

Since the dawn of IIMC, the pursuit of new knowledge has been a global activity fueled by human curiosity and enabled by professional development and communication networks that now span across the entire globe.

The forty-four Municipal Clerks that assembled in French Lick, Indiana in 1947 for the first meeting of the National Institute of Municipal Clerks, understood the most important aspect of networking – the human factor. These Clerks, led by John J. Coffey, built relationships based on trust, mutual respect, intrinsic curiosity and a spirit of mutual assistance. In presiding over NIMC's first meeting, Coffey addressed a goal shared by all of those present.

“We want an organization that will, through annual and other meetings, bring us together and keep us together in a spirit of mutual assistance and honest good-fellowship. The importance of the office merits a real organization.”

Little did they know that 72 years later, their vision would evolve into the globally recognized, internationally respected association that is now known as the 14,500-member strong, **International Institute of Municipal Clerks**.

The naval phrase “ALL Hands On Deck” is rightfully the theme for the 2018 IIMC Annual Conference and neatly sums up the desire of Clerks around the world to foster that spirit of good fellowship and unite to keep ships afloat on these rough seas upon which we sail.

Throughout this education program you will submerge yourself in themes of courage, collaboration, camaraderie, and communication. The more you teach, share, and listen, the more you will learn. In Norfolk, IIMC encourages you to take an “ALL Hands On Deck” approach and stop taking on water! Lean on your colleagues, make those connections, leave no Clerk behind, and never forget that it was the human network that

powered the pursuit of new knowledge and built IIMC into what it is today.

In 2018, IIMC will be offering SIX MMC Academy Sessions, FOUR Athenian Leadership Dialogues, TWO General Sessions and 42 Concurrent Education Sessions to satiate your desire for professional development.

IIMC looks forward to welcoming you to Norfolk, Virginia!

Master Municipal Clerk (MMC) Academy Sessions

In 2018, IIMC will offer SIX four-hour pre-conference Master Municipal Clerk Academy (MMC) Sessions. The topics offered will include: Threat Assessment, Effective Listening, Leadership, Fraud Prevention & Ethics, Mental Toughness and Strategic Planning,

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

Saturday, May 19, 2018

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

Fee: \$179.00

No One Just ‘Snaps’: Recognizing and Understanding Real Threats and Warning Behaviors

Maura Kane, Psy.D.

Clinical Forensic Psychologist
One Asterisk Con
Riverside, CA

Maureen Kane, BSN, RN

Institute Director
Technical Training for Clerks
Riverside, CA

A constituent bursts into City Hall and starts shooting. Did you see this coming? Did you recognize the warning behaviors? Did you tell anyone about your concerns? An angry ex-employee bursts into



2018 Annual Conference Education Program *(continued)*

the lobby of his former workplace and yells at the frightened receptionist, "You tell the Mayor he's a dead man." Is this a real threat? A member of the public stares directly at a municipal staff member and with alarming serenity says, "If you shut off my utilities, I'll kill you." What should you do? One of your staff members consults you because she is concerned a citizen is stalking her. Who do you notify?

These incidents range from the extreme of an attack to ambiguous statements, each of which can bring intense fear to the workplace. Public officials and their staff frequently interact with a wide range of individuals, some of who may pose a serious threat. Increasing awareness and practical knowledge of potential threats and threatening situations will better prepare you and your employees to identify, respond, and assist in the de-escalation of a threat and/or the possible prevention of a future attack.

Recent studies have proven that public officials are at the greatest risk of an attack. This session will address this unique trend including the most recent and relevant targeted violence studies. During this session, you will:

- Delve into the physiological and psychological aspects of violence and violent behavior;
- Discuss motivation and means of threats;
- Learn to identify specific behaviors of both threatening and non-threatening individuals, including warning behaviors and the "pathway to targeted violence;"
- Gather information and techniques that will enable you to be a better observer and reporter when engaging individuals who may pose a future threat to you or your fellow public officials.

Maura Kane is a popular Clerk educator in California serving as an institute and regional level trainer and has also recently trained in Colorado. Maura has developed additional courses specifically addressing Clerk specific issues to great interest. She offers her services to agencies when requested by Clerks and continues to interact and provides professional support following sessions.

Her experience in municipal government also includes working directly with local agencies in South Carolina while she worked at SLED.

Maureen Kane has served as an IIMC Institute Director in California since 2002. She is an active Clerk trainer at both the CCAC Institute and regional level. Her municipal government experience includes serving as a member of the Riverside City Council and as Chief of Staff for two mayors. She has attended all but one of the IIMC Annual Conferences since 2002 and has been an active participant in Institute Director meetings.

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

Saturday, May 19, 2018

12:30 p.m. - 4:30 p.m.

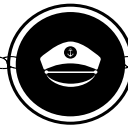
Fee: \$179.00

Effective Listening: What Is It You Are Really Hearing?

Pamela Miller

Institute Director
Miller Management & Consulting Group
West Sacramento, CA

Have you ever had a conversation with someone and afterwards wondered what in the world you just talked about? Do you find yourself multitasking to the point that nothing has your undivided attention? Too often in conversations with others, our minds are on so many other things, so much so that we end up listening more to ourselves than the person with whom we are in a conversation! The gift of our complete and focused attention and listening is one of the kindest and most generous gifts we can offer another human being (and ourselves). K.D. Singh tells us, "with attention, we feel heard, seen, understood (valued); the power of that experience cannot be underestimated. We feel reconnected to our common humanity in the moment of being present with each other."



2018 Annual Conference Education Program *(continued)*

This session will focus on listening on various levels. Institute Director, Pamela Miller, will teach you to take control of your thoughts rather than having them control you, and experience the significant positive impact doing so has on your communication. As the foundation of attention in listening, through dialogue and exercises you will:

- Gain insight into the "simple" act of listening and the profound personal change it creates including transforming your relationships at work and at home;
- Explore the necessary mindset for good listening;
- Deepen your awareness of the various levels of listening and learn when it is appropriate to employ each;
- Develop skills in communicating with empathy;
- Gain insight into the potential impacts of ineffective listening through a generational perspective; and
- Gain skills in recognizing your own dialogue and how to refocus your attention.

Pamela Miller served as the Executive and Institute Director for Continuing Education for Public Officials (CEPO) from 2012 until September 2014 when the program transitioned into the Master Municipal Clerk Academy program that it is today. She has been designing curricula for the Clerks in California for more than 10 years. Recently, Pamela formed her own consulting firm, Miller Management & Consulting Group (www.millermcg.com), and is now partnering with the City Clerks Association of California (CCAC) to provide the MMCA. Pamela also currently serves as the Executive Director for the California Association of Local Agency Formation Commissions (CALAFCO). CALAFCO is a nonprofit educational association to support the work of Local Agency Formation Commissions (LAFCo) in California.

Prior to returning to her native state of California in 2012, Miller lived and worked in Benton Harbor, MI, for six years. As Vice President for The Consortium for Community Development, a non-profit organization consisting of 27 state and local agencies, her work focused primarily

on the transformation of the community through individual, organizational, and community capacity building.

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

Saturday, May 19, 2018

12:30 p.m. - 4:30 p.m.

Fee: \$179.00

Accepting the Leadership Challenge

Gary Minor

Executive Director
21st Century Leadership Institute
Franklin, TN

Model the Way.

Inspire a Shared Vision.

Challenge the Process.

Enable Others to Act.

Encourage the Heart.

Leadership is a relationship between those who aspire to lead and those who choose to follow. Sometimes the relationship is one-to-one, sometimes it's one-to-many. Regardless of the number, leaders must master the dynamics of this relationship. They must emerge, grow, and thrive in disquieting times. They must learn how to mobilize others to want to struggle for shared aspirations.

By studying the times when leaders performed at their personal bests, leadership experts and authors Kouzes and Posner were able to identify the five practices above as common to most extraordinary leadership achievements. These practices have stood the test of time and they are available to anyone, in any organization or situation, who accepts the leadership challenge.

In this academy, leadership guru, Gary Minor, will help you accept your leadership challenge by presenting these practices and sharing real



2018 Annual Conference Education Program *(continued)*

life examples, which he has personally observed through 30 years of government and business leadership. Join Gary, and learn how to apply these leadership principles in your daily activities, as well as how to use them strategically to plan how to most effectively deploy and align your office to best serve your various constituencies.

After a successful professional career, in 1992, Gary founded the 21st Century Leadership Institute, a Performance Coaching Firm that helps senior leaders and middle managers reach their full potential. He has published chapters in two books and authored hundreds of guest columns in various industry and business publications including *The Nashville Business Journal* and *The Williamson Herald*.

A sampling of his past and current clients includes The Cities of Franklin, Shelbyville, and Athens, Tennessee, Missouri Association of Municipal Clerks, Motorola, The U.S. Dept. of Defense, The State of Tennessee, NEA Clinic, Thomas Nelson Publishers, Permobil, Healthstream, Belmont University, American Society of Association Executives, Tennessee Chapter and The American Bankers Association, Arkansas Chapter.

He has earned the designation of International Training Fellow by the Junior Chamber International Training Institute. Gary has led workshops in more than 20 U.S. states plus Scotland, South Korea and Canada. He is a past officer of The Middle Tennessee Chapter of American Society of Training and Development and a past chairman of programs for the Middle Tennessee Chapter of The Society for Human Resource Managers, a super mega chapter. He is also a member of The National Speakers Association and is a past president of the Tennessee Chapter.

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

Sunday, May 20, 2018
7:30 a.m. - 11:30 a.m.

Fee: \$179.00

The Radar O'Reilly Phenomenon

Daniel Porter, CFE

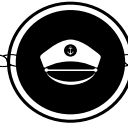
Investigator
Comptroller of the Treasurer Special Investigations Unit
Greater Nashville Area, TN

IIMC introduced Daniel Porter to conference delegates in Montreal in 2017, when he delivered a session based on the ethically complicated Walter White of the hit TV series 'Breaking Bad.' This session was such a hit that we knew we had to bring Mr. Porter back to see what else he had up his sleeve!

The Radar O'Reilly Phenomenon will introduce you to Corporal Walter Eugene "Radar" O'Reilly, a simple boy from Iowa who dreamed of joining the army right after high school. He was endowed with apparent extra-sensory perception, appearing at his commander's side before being called and finishing his sentences. He also had super-human hearing, able to hear incoming helicopters before anyone else. It was these abilities that earned him the nickname "Radar." But was it these same super-human abilities that allowed him to fly "under the radar"?

According to Daniel Porter, the Radar O'Reilly Phenomenon occurs when a mid-level administrator, at the nexus of an entity's financial transactions and responsible for enforcing adherence to internal controls, takes advantage of their opportunity and commits fraud. During this session, you will analyze the character behavior of Radar O'Reilly, one of the most beloved characters of the TV show *M*A*S*H* who was trusted by his boss to run the administrative side of the US Army medical unit. This session will delve into the elements of fraud and force you to think like a fraudster.

Were there red flags all around Radar? Did he have the opportunity to steal? We'll find out.



2018 Annual Conference Education Program *(continued)*

Daniel Porter, CFE, has conducted civil and criminal investigations for over 20 years as a licensed private investigator, a loss prevention manager, and as an investigator with the State of Tennessee. Currently, he is an investigative auditor in the Special Investigations Unit in the Office of the Comptroller of the Treasury, of the State of Tennessee where he investigates fraud involving public funds.

He is a Cum Laude graduate from Middle Tennessee State University's Criminal Justice Program and a Certified Fraud Examiner. He has provided training at AGA, AASHTO, CFE, GFOA, IIA, and NASACT conferences as well as for governmental agencies and professional organizations in various states including the Tennessee Bureau of Investigation, the Kentucky League of Cities, the Indiana CPA Society, and the Florida Institute of CPAs. He is a guest lecturer at Middle Tennessee State University and the Vanderbilt University School of Law.

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

When it's time for a break... Take a Norfolk Tour

Norfolk Harbor Cruises: American Rover and Spirit of Norfolk

Set sail with a tradition of excellence aboard the Sailing Ship American Rover. Since 1986, the American Rover's red "tan bark" sails have been one of the signature sights of the Hampton Roads area. The most popular for children and families is the daytime cruise, where kids can lend a hand setting the sails, take a turn at the helm, or simply sit back and enjoy the cruise as the Captain points out the highlights of the Norfolk Harbor.



For more info: www.visitnorfolk.com/things-to-do/tours/
www.visitnorfolk.com/cruise/cruise-schedule/

Sunday, May 20, 2018
12:30 p.m. - 4:30 p.m.

Fee: \$179.00

From Stress to Resilience: Developing the Gift of Mental Toughness

Faith Wood

Certified Speaking Professional
Inspiring Minds Consulting Ltd.
Coldstream, British Columbia, Canada

Entrepreneurs, commission-based sales positions, stock traders, professional athletes, doctors and Municipal Clerks... In these high-stress arenas, there's only one thing that separates the lifetime achievers from the early burnouts...mental toughness.

While stress can cause some people to crumble, mentally strong people continue to thrive in the midst of added tension. In fact, they view adversity as an opportunity for self-growth. Whether they're dealing with financial setbacks, health problems, or workplace difficulties, mentally tough people don't let stress drag them down.

Developing mental toughness gifts us the tenacity to persevere despite the devastating blows that cost cutting and societal challenges can sometimes introduce. Mental toughness is about the resilience and fortitude that gives us the strength to keep emotions in check when everything around us seems overwhelmingly against progress.

Imagine walking away with the skills that will allow you all the advantages of being tough minded. Long-time IIMC conference veteran, Faith Wood invites you to do just that! This Academy workshop will better your ability to:

- Excel during high stress and pressure situations;
- Be able to bounce back quickly after a setback;
- Produce results even when the likelihood of success is low;
- Be unshakable through most any circumstance;
- Reduce the damage that prolonged stress can cause on the body, mind and spirit.



2018 Annual Conference Education Program *(continued)*

Author and Speaker, Faith Wood, has been a popular presenter at previous conferences. Her 15 years of former law enforcement experience as well as her now 13 years speaking globally, have helped her refine her messages and deliver compelling and engaging content that meets and often exceeds expectations. Leveraging her experience with Hypnosis/NLP, Handwriting Analysis, observation skills, Peace Officer training and high-performance coaching, Faith shares the skills that can re-engage battle-weary leaders and their teams.

Pre-registration and payment of a \$179.00US fee is required to attend this Academy session. To receive certification points, each participant is required to complete a learning assessment which will be completed during the session and turned in at the end. This session is limited to 30 registered delegates.

Sunday, May 20, 2018
12:30 p.m. - 4:30 p.m.

Fee: \$179.00

The Strategic Planning, Improvement and Realignment Process

Darren Fisher

Lead Strategist
Darren Fisher Consulting
New Berlin, WI

In conference rooms everywhere, municipal staff are in the midst of the strategic-planning process. For the better part of a year, they collect financial and operational data, make forecasts, and prepare lengthy presentations with department heads and other senior leadership about the future direction of the municipality. But at the end of this expensive and time-consuming process, many participants say they are frustrated by its lack of impact on either their own actions or the strategic direction of the organization. Cue Darren Fisher.

Darren has found that the fault lies not in the concept of strategic planning but rather in the process of developing the plan itself. In order to move beyond the traditional methodology to create organizational effectiveness, strategic

planning must consist of a clear process for planning that involves all levels of employees as well as those we serve.

Without a compass, anyone is destined to be lost in the waves of the strategic planning sea. Regardless of whether you already have a strategic plan in place or not, your municipality cannot afford to miss out on this session as all plans change, because no one can predict the future. Join Darren and improve your municipality by going through the strategic planning, improvement and realignment process allowing you to establish a clear destination with an actionable guide to help you get there!

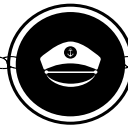
Darren Fisher started Darren Fisher Consulting in 2010 as CEO and Lead Strategist. He has authored, *The Confidence Quadrant* and is an international motivational speaker. Prior to this, he owned an IT services business because he is a bit of a geek. Darren is also an Air Force veteran with accolades for outstanding service, leadership and technical ability.

Darren fundamentally believes there's excellence in everyone, so he's made it his mission to help others achieve a greater success. Should his hard work yield explosive returns, his dream is to own the Milwaukee Brewers.

A self-identified nerd (he attended science camp in 8th grade), Darren is big on getting children involved in STEM-related activities. Darren is an active volunteer in the greater Milwaukee Community. He has served as president for the Maple-Dale Indian Hill Education Foundation's, the president of the Nicolet basketball feeder program, and has coached numerous youth baseball, basketball, football, and softball teams for his children.

Darren holds a Bachelor of Arts degree from Marquette University and a Master of Science degree in Computer Science Ed from Cardinal Stritch University.

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



General Sessions

In Norfolk, you will have the opportunity to attend TWO General Education Sessions presented by speakers who will, without a doubt, leave a lasting impression as they inspire you to push your own boundaries, overcome perceived obstacles, and call "ALL Hands On Deck."

Monday, May 21, 2018
1:30 p.m. – 3:00 p.m.

Be the Change...



Major Mary Jennings Hegar

U.S. Air Force Veteran/Executive
 Coach/Consultant
 Austin, Texas

When someone tells you that something cannot be done, the only way to prove them

wrong is to do what they believe to be impossible. ~ Major Mary Jennings Hegar

In 2009, Major Mary Jennings Hegar saved her team from Taliban capture after their Medevac helicopter was shot down. Awarded both the Purple Heart and the Distinguished Flying Cross with Valor Device, Major Hegar's bravery in battle carried through to her landmark lawsuit against the Department of Defense to eliminate the Ground Combat Exclusion Policy that kept women from taking combat positions. After being denied a position in the Air Force, Hegar sued the Secretary of Defense, asserting that the Combat Exclusion Policy—which prevented women from entering direct combat—was unconstitutional. In a historic decision, the policy was repealed in 2013. Because of her, no soldier will ever be excluded from combat.

Major Hegar was once praised on the gun range by her superior for "shooting like a girl"—an ironic compliment that inspired the title of *Shoot Like a Girl*, her new memoir. Before the book (and soon-to-be motion picture, with Angelina Jolie set to star), Hegar risked her life on a near-daily basis, completing three tours of Afghanistan as a pilot with the Air National Guard. In keynotes that arrest both the heart and mind, she discusses the importance of teamwork as well as individual advocacy, inspiring us to embody the change we seek.

IIMC is honored to have Major "MJ" Hegar on board to assist with conference mission of "ALL Hands On Deck," as well as to be able to utilize her story as the focus of an Athenian Dialogue. In this keynote, MJ will reveal how to be a catalyst for change on a large scale, be it in your career, at home, or on a national or global level. Her heroic actions in Afghanistan changed the perception of women in the military. And, her historic lawsuit was a significant step forward for equal rights for women. So, how did she do it? And what can we learn from her experiences? Join MJ, a magnetic speaker and purple hearted warrior, as she combines harrowing war stories and powerful lessons on social change with practical advice that is sure to keep your heart racing and you on the edge of your seat.

Tuesday, May 22, 2018
8:30 a.m. – 10:00 a.m.

No Barriers—Only Solutions



Neal Petersen

No Barriers International, LLC
 Hannahan, South Carolina

How do you navigate forward, deal with constant wind shifts, sudden storms, conquer fear and isolation, while dealing with an ever-present changing world?

South African – born, Neal Petersen is a world-class professional solo racing yachtsman, global investor, award-winning author of *Journey of a Hope Merchant* and the subject of a PBS documentary and is ready to take you on a personal journey showing you by example ~ There are No Barriers – Only Solutions!

Petersen has completed two amazing journeys in his life. The first - a single-handed yacht race around the world totaling 27,000 miles over



General Sessions

No Barriers—Only Solutions... Continued from page 10

a 9-month period at sea, all alone, and in a small yacht he designed and built himself. The second - an even more arduous and eventful trip of overcoming racial prejudice during the Apartheid era in South Africa, poverty, and a childhood physical disability, just to make it to the start line! While sharing his riveting life story – and philosophy, Neal's personal messages and unique delivery will open your mind, with new hope and a determination to break down the barriers, real or perceived, that now exist and to take adversity head-on while demonstrating that with determination and hard work you can achieve your goals.

Join Neal and hear first-hand examples of how he overcame insurmountable barriers by turning

“perceived” disadvantages into advantages—and then into opportunities. He will demonstrate how success is realized—through innovation, balancing risk against return and being flexible enough to adapt to constant shifting winds. In these challenging times of uncertainty, fear and insecurity, many Clerks can feel like solo sailors, adrift, grasping for survival. Neal will lay out the importance of a clearly communicated vision, followed by detailed planning, preparation, passion and then execution.

In sharing his high-impact, unique and extraordinary adventure, Neal is sure to deliver a powerful message and convince you that “In Life There Are No Barriers – Only Solutions!”

The IIMC Foundation and Norfolk!

Silent Auction

The Foundation will again hold the popular “Silent Auction” in Norfolk. Be on the look-out for auction items to donate and come prepared to bid early and often. There will be an opportunity to win a trip to Hawaii as well as other special items, and daily fundraising opportunities. Be sure to participate in all! The Foundation is selling its Foundation Windbreaker. You can order one through the Registration Form.



Funds raised by the Foundation go to support Municipal Clerks Education programs through scholarships and learning opportunities as well as fund speakers and education sessions at the IIMC Annual



Conference. Since 1984, the Foundation has awarded or contributed more than \$965,547 to educate Municipal Clerks. The 2017 IIMC Conference in Montreal raised more than \$30,000. Let's keep the momentum going.

Future E-Briefings and News Digests will have more information on the Foundation's fundraising activities in Norfolk.

2018 IIMC Annual Conference Grants – Two Grants Per Region

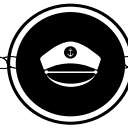
Did you know that IIMC and the Foundation give away **22 Complimentary Conference Registrations** each year to IIMC Members? Two grants per region are awarded to those that qualify.

All you have to do to apply is complete the Conference Grant Application and submit it to IIMC headquarters with all required supporting documentation.

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

To be considered your application must be received by February 12, 2018.

For questions regarding the Conference Grant program, please contact Ashley DiBlasi, Certification Manager, at Ashley@iimc.com.



Athenian Leadership Society Dialogues

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

One hundred years ago, the establishment of what is now NASA's Langley Research Center located in Virginia changed forever the way we fly, the way we explore space and how we study our home planet. The Virginia Air & Space Center (VASC), the official visitor center for NASA Langley Research Center, celebrated its 100th anniversary on July 17, 2017. To celebrate this monumental event, IIMC will be offering two Athenian Dialogues specifically focused on leadership that emerged during the Race for Space. Keeping with the theme of courage, collaboration, and leadership, we will also be offering two additional dialogues that embody the nature of the human spirit, the will to succeed, and the unwavering bravery of the men

and women who lived these stories.

If you have never attended an Athenian Leadership Society Dialogue, IIMC invites you to experience this program for yourself in Norfolk. If you are already a Dialogue pro, we welcome you back and hope you will find the selections below to be thought provoking, chill-inducing and as powerful as the courageous individuals contained within each.

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

Saturday, May 19, 2018

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

Fee: \$110.00



Hidden Figures: The American Dream and the Untold Story of the Black Women Mathematicians Who Helped Win the Space Race

by Margot Lee Shetterly

Facilitated by:

Ellen Freeman-Wakefield

Institute Director, University of Nebraska at Omaha, NE

Before John Glenn orbited the Earth or Neil Armstrong walked on the moon, a group of dedicated female mathematicians known as "human computers" used pencils, slide rules, and adding machines to calculate the numbers that would launch rockets and astronauts into space.

Among these problem solvers were a group of exceptionally talented African American women, some of the brightest minds of their generation. Originally relegated to teaching math in the

South's segregated public schools, they were called into service during the labor shortages of World War II, when America's aeronautics industry was in dire need of anyone who had the right stuff. Suddenly these overlooked math whizzes had shots at jobs worthy of their skills, and they answered Uncle Sam's call, moving to Hampton, Virginia, and the fascinating, high-energy world of the Langley Memorial Aeronautical Laboratory.

Even as Virginia's Jim Crow laws required them to be segregated from their white counterparts, the women of Langley's all-black West Computing group helped America achieve one of the things it desired most: a decisive victory over the Soviet Union in the Cold War and complete domination of the heavens.

Starting in World War II and moving through to the Cold War, the civil rights movement, and the space race, Hidden Figures follows the interwoven accounts of Dorothy Vaughan, Mary Jackson, Katherine Johnson, and Christine Darden, four African American women who participated in



Athenian Leadership Society Dialogues (continued)

some of NASA's greatest successes. It chronicles their careers over nearly three decades as they faced challenges, forged alliances, and used their intellects to change their own lives - and their country's future.

Pre-registration (on-site registrations are not allowed) and payment of a \$110.00 fee is required to attend this Athenian Leadership Society Dialogue. To receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Tuesday, May 1, 2018.

Saturday, May 19, 2018

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

Fee: \$110.00



Redemption at Hacksaw Ridge

by Booton Herndon

* Please note that this session will utilize the updated version of the book released in October of 2016.

Facilitated by:

Yvette Murry

President/COO, YRM Consulting Group, LLC
North Brunswick, NJ

"When we go into combat, Doss, you're not comin' back alive. I'm gonna shoot you myself!"

The men of the 77th Infantry Division couldn't fathom why Private Desmond T. Doss would venture into the horrors of World War II without a single weapon to defend himself.

Redemption at Hacksaw Ridge is the incredible true story of Desmond Doss, recipient of the Congressional Medal of Honor for his heroic actions during WWII. Doss was a native Virginian, a patriot, and perhaps most crucial to the story, a devout Seventh Day Adventist. When the United States entered WWII, Doss didn't have to think twice about enlisting. He would...of course he would! He would enlist as a medic--in that way, he would be able to serve his country, do his duty, and also refrain from carrying a firearm. As an Adventist, Doss believed in the biblical command "Thou shalt not kill." He believed in the right to not bear arms,

and since he believed those things, he would enter the military as a medic and a "Conscientious Objector"--or as he liked to call himself, a "Conscientious Cooperator."

When Desmond knelt by his bunk to pray, his fellow soldiers hurled boots and insults at him. Even his commander wanted to throw him out of the army. But when his unit arrived on the battlefield, the intrepid medic quickly proved he was no coward.

One terrifying day in the vicious battle for Okinawa, dozens of Desmond's former tormenters lay wounded and bleeding atop Hacksaw Ridge. As Japanese bullets rained down, their fate seemed hopeless.

Could one unarmed man save their lives?

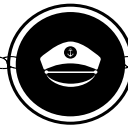
This page-turner will keep you riveted to your seat as you discover how Desmond Doss became the first conscientious objector to receive the Medal of Honor. Desmond's dramatic true story of integrity, redemption, and heroism will inspire you to live by the courage of your convictions and remind us all that true leadership is often found in the most unlikely of places.

Pre-registration (on-site registrations are not allowed) and payment of a \$110.00 fee is required to attend this Athenian Leadership Society Dialogue. To receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Tuesday, May 1, 2018.

Visit Washington D.C.



Washington DC is only 201 miles from Norfolk.



Athenian Leadership Society Dialogues (continued)

Sunday, May 20, 2018

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

Fee: \$110.00



Failure Is Not an Option: Mission Control from Mercury to Apollo 13 and Beyond

by Gene Kranz

Facilitated by:

Joseph Powers, MMC

Joseph Powers, Town Clerk, Wellfleet, MA

This book is a fascinating firsthand account by a veteran mission controller of one of America's greatest achievements -- landing a man on the moon. In *Failure is Not an Option*, Gene Kranz reflects on the creation of America's manned space program and his role as a key player in it for three decades. As a flight director in NASA's Mission Control, Kranz witnessed firsthand the making of history. He participated in the space program from the early days of the Mercury program to the last Apollo mission, and beyond. He endured the disastrous first years when rockets blew up and the United States seemed to fall further behind the Soviet Union in the space race. He helped launch Alan Shepard and John Glenn, and then assumed the flight director's role in the Gemini program, which he guided to fruition. With his teammates, he accepted the challenge to carry out President John F. Kennedy's commitment to land a man on the Moon before the end of the 1960s.

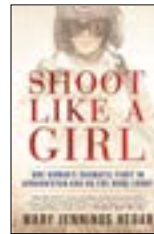
In this book, Kranz recounts these thrilling historic events and offers new information about the famous flights. What appeared as nearly flawless missions to the Moon were, in fact, a series of hair-raising near misses. When the space technology failed, as it sometimes did, the controllers' only recourse was to rely on their skills and those of their teammates. He reveals behind-the-scenes details to demonstrate the leadership, discipline, trust, and teamwork that made the space program a success.

Pre-registration (**on-site registrations are not allowed**) and payment of a \$110.00 fee is required to attend this Athenian Leadership Society Dialogue. To receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Tuesday, May 1, 2018.

Sunday, May 20, 2018

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

Fee: \$110.00



Shoot Like a Girl: One Woman's Dramatic Fight in Afghanistan and on the Home Front

by Mary Jennings Hegar

Facilitated by:

Jane Anne Long, Ed. D.

IIMC Director of Professional Development
Rancho Cucamonga, CA

On June 29, 2009, Air National Guard Major Mary Jennings "MJ" Hegar was shot down while on a Medevac mission on her third tour in Afghanistan. Despite being wounded, she fought the enemy and saved the lives of her crew and their patients. But soon she would face a new battle: to give women who serve on the front lines the credit they deserve.

After being commissioned into the U.S. Air Force, MJ Hegar was selected for pilot training by the Air National Guard, finished at the top of her class, then served three tours in Afghanistan flying combat search and rescue missions, culminating in a harrowing rescue attempt that would earn MJ the Purple Heart as well as the Distinguished Flying Cross with Valor Device.

But it was on American soil that Hegar would embark on her greatest challenge—to eliminate the military's Ground Combat Exclusion Policy, which kept female armed service members from officially serving in combat roles despite their long-standing record of doing so with honor.

In *Shoot like A Girl*, MJ takes the reader on a dramatic journey through her military career: an inspiring, humorous, and thrilling true story of a

Continued on page 16



2018 Conference 4-Day Schedule

All education sessions, meetings, opening ceremony, annual banquet, exhibit hall, silent auction and registration will be held in the Marriott Hotel/Convention Center. The All Conference Event will be off site on Monday, May 21 at the Peter G. Decker Half Moone Center.

Saturday, May 19

- Conference Registration Opens
- 2017/18 IIMC Board of Directors Meeting
- Foundation Board of Directors Meeting
- Athenian Leadership Society Dialogues
- Academy Sessions

Sunday, May 20

- Conference Registration
- Athenian Leadership Society Dialogues
- Academy Sessions
- Institute Directors Colloquium/ID Meeting
- Exhibit Hall Opens/Foundation Silent Auction – Exhibit Hall
- State/Provincial/National Association Presidents Roundtable
- Committee Leadership Orientation
- First Time Delegate Orientation Meet and Greet
- Norfolk Networking Hour – Exhibit Hall

Norfolk Fact:

Norfolk is home to the world's largest naval base and the North American Headquarters for NATO (North Atlantic Treaty Organization).

Monday, May 21

- Grab and Go Breakfast
- Opening Ceremony
- General Session
- Exhibit Hall Grand Opening/Luncheon
- Concurrent Sessions
- *All Conference Event – **NEW DAY**

Tuesday, May 22

- General Session
- Region Meetings
- Concurrent Sessions
- On Your Own – Explore Norfolk

Wednesday, May 23

- Annual Business Meeting Breakfast
- Annual Business Meeting
- 2018-19 IIMC Board of Directors Meeting
- Lunch on your own
- Concurrent Sessions
- Annual Reception
- Annual Banquet

Total Education Hours = 16 hours

Total Education Points Awarded = 8 points

*Schedule Subject to Change

Call for Conveners & Scanners

IIMC would like to extend the opportunity to all IIMC members attending the 72nd IIMC Annual Conference to get involved in the conference education program by acting as a session Convener or Scanner. To receive more information regarding the requirements and to volunteer, please complete the **Convener/Scanner Volunteer** Form found on IIMC's website under the "Conference" tab. If you need assistance locating the form, please contact Kellie Siggson, Education Assistant, at kellie@iimc.com



NOTE: There will be a Mandatory Volunteer Session for Scanners and Conveners on Sunday, May 20, 2018 from 4 to 4:30 pm



Concurrent Education Sessions to Look Forward To!

- Utilizing Non-Paid Staff to Meet Community Needs
- Cultural and Linguistic Competence
- Empowering Leadership
- How to Create a Memorable Council Orientation Day/Program
- Surviving Life Under the Limbo Bar
- The Freedom of Information Act—The Do's, the Don'ts and the Uncertainties
- Developing Effective and Interactive Training Programs
- The Courage and Compassion to Do the Right Thing: A Lesson in Making a Positive Difference
- The Realignment Roundabout: Overcoming Failure
- Ethical Issues for Local Government Clerks

Private IIMC Conference Facebook Group



NEW! For the first time, IIMC will be offering a private Facebook Group dedicated to those attending the 2018 Annual Conference! Once you've registered for the conference, make sure you head over to IIMC's Facebook page ([Facebook.com/itsmyiimc](https://www.facebook.com/itsmyiimc)) and request to be added to the group. You will be able to interact with other conference delegates, find a buddy if you are a first timer or traveling solo, arrange carpools, coordinate flights, find a conference roommate if needed and much, much more! All Hands On Deck! Let's connect, network and help make the 2018 IIMC Annual Conference a global success!



POINTS FOR ATTENDING 2018 IIMC CONFERENCE

Attending the ENTIRE IIMC Conference in Norfolk, Virginia, will earn you EIGHT CMC EDUCATION or EXPERIENCE points, or EIGHT MMC ADVANCED EDUCATION or PROFESSIONAL and SOCIAL CONTRIBUTION points. To receive all 8 Points, IIMC will be scanning Delegates prior to each education session.

MASTER MUNICIPAL ACADEMY POINTS (May 19 and 20)

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

ATHENIAN DIALOGUES (May 19 and 20)

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

Shoot Like A Girl... Continued from page 14

brave, high-spirited, and unforgettable woman who has spent much of her life ready to sacrifice everything for her country, her fellow man, and her sense of justice.

*Pre-registration (**on-site registrations are not allowed**) and payment of a \$110.00 fee is required to attend this Athenian Leadership Society Dialogue. To receive points, each participant is required to complete a learning assessment. This dialogue is limited to 30 registered delegates. Delegates must register by Tuesday, May 1, 2018.*



Offsite Concurrent Education Session

Tuesday, May 22, 2018

10:30 a.m. – 12:30 p.m.

Fee: \$60.00

Norfolk – A Resilient City Taking Action

The City of Norfolk's natural and man-made assets are remarkable: 144 miles of coastline; 125 active and engaged civic leagues; the world's largest naval station; the most multi-modal city in Virginia; and on and on. The city is full of incredible charm, like the cobblestone streets of the award-winning Freemason's neighborhood and the numerous mermaid statues scattered throughout its streets.



But, having been nearly destroyed during the American Revolution, burned down during the Civil War and flooded repeatedly during the past Century, Norfolk

also knows a thing or two about resilience.

As a historic coastal city and anchored by the Navy, Norfolk, has long learned to live with water. The city has always been vulnerable to flooding but normal tide levels have risen 1.5 feet over the last hundred years and Norfolk is experiencing the fastest sea level rise of any place on the East Coast. Coastal cities understand that living with water means mitigating hazards, preparing for rising sea levels, and strengthening response and



recovery plans. They also understand that living with water means economic opportunity and an attractive quality of life. That is why Norfolk, a 100 Resilient Cities grantee, has developed a Resilience Strategy and is working to create the coastal community of the future and tackle its risks directly, and collaboratively. Building the resilient coastal city of the future will not be easy. But Norfolk is not wasting any time.

Join the Norfolk Resilience Team led by Chief Resilient Officer, Christine Morris, and discover how Norfolk is facing its challenges head-on and helping to lead a global movement to build urban resilience.

Pre-registration (on-site registrations are not allowed) and payment of a \$60.00 fee is required to attend this Offsite Concurrent Education Session. This session is limited to 100 pre-registered delegates. Delegates must register by Tuesday, May 1, 2018. Registrations will be accepted on a first-come, first-served basis.

Institute Directors - Education Chairs Colloquium

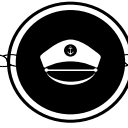
Sunday, May 20 • 8:00 a.m. to 4:00 p.m.



Institute Directors and State/Provincial/National Education Chairs convene to discuss current issues affecting IIMC's Certification Institutes and Academy programs, share ideas, innovations and suggestions for Municipal Clerk education improvement. IIMC Officers and Committee Chairs will also join the discussions.

The Colloquium is open to all Delegates

Laserfiche Corporation sponsors the Colloquium.



Highlights of the Week

■ Board of Directors Meeting

The current IIMC Board of Directors will meet on Saturday, May 19. The newly elected 2018/2019 Board will convene on Wednesday, May 23. Meetings are open to all Delegates.

■ Region Meetings

Region meetings will be held on Tuesday, May 22. All Delegates have an opportunity to attend, participate and receive the latest IIMC news from your Region Directors.

■ Annual Business Meeting - A.M. Meeting

This is a wonderful opportunity to learn first-hand what's going on with your Organization. The IIMC Annual Business Meeting will convene for breakfast on Wednesday, May 23. The agenda will include the results of the membership election of IIMC Vice President (if necessary), Amendments to the Constitution (if any), adoption of resolutions, Association business and other related matters. Members who wish to have resolutions considered at the Annual Business Meeting must submit them in writing to IIMC Headquarters at least 30 days (by April 23, 2018) before the Annual Conference.

■ Exhibit Hall Information

Marriott Hotel/Convention Center Exhibit Hall

The IIMC Exhibit Hall officially opens its doors on Sunday, May 20, with the Grand Opening/Luncheon scheduled for Monday, May 21. IIMC encourages you to work the Hall, get to know the Exhibitors and learn about the diverse government products and services available to the Municipal Clerk's Office. Refreshment breaks will be available in the Hall while it's open. The Norfolk Networking Hour will be held on Sunday, May 20 in the Exhibit Hall from 5:30 to 6:30 p.m. Here are other events in the Hall:

- **Sunday, May 20** Exhibit Hall opens
- **Sunday, May 20** Norfolk Networking
- **Monday, May 21** Refreshment Breaks
- **Monday, May 21** Grand Opening Luncheon
- **Tuesday, May 22** Refreshment Break
- **Tuesday, May 22** Lunch

There will be plenty of time to enjoy your meals and mingle with the Exhibitors. Don't forget to support your Foundation at the Silent Auction in the Exhibit Hall.

■ First-Time Delegates Orientation

Is this your first IIMC Annual Conference? Do you need more information about IIMC? If you've answered yes to either of these questions, then the Orientation Session is for you. Join the veteran IIMC Conference crew Sunday, May 20 for helpful hints on the Conference schedule; selecting Conference workshops; ways to become more involved with IIMC; and answers to questions many new Delegates hesitate to ask. For more information, contact Janis Daudt at janis@iimc.com.

■ Norfolk Networking Hour

Marriott Hotel/Convention Center Exhibit Hall

You don't have to go far and, as a change of pace, Delegates will be treated to a wonderful hour of camaraderie and networking with colleagues.

When: Sunday, May 20

Attire: Casual

Where: Marriott Hotel
Exhibit Hall

Time: 5:30 - 6:30 p.m.

■ Opening Ceremony

The Opening Ceremony will be held on Monday, May 21– 8:30 a.m. to 10:00 a.m. This morning's event will feature many highlights including the Parade of Flags, Awards, special keynote speakers, and more.

■ All-Conference Event

For more information on this evening's soiree, please see page 19

When: Monday, May 21st

Time: 7:00 p.m.

Where: The Peter G. Decker Half Moone Center





All Conference Event

Monday, May 21 (New Night)

7:00 to 10:00 pm

Thanks to the Norfolk Host Committee, this evening's All-Conference Event will feature a nautical theme befitting of Norfolk's unique waterfront venue. This gorgeous facility is adjacent to Nauticus and the Battleship *Wisconsin* on the Elizabeth River. Nestled in the heart of downtown Norfolk, with sweeping views of both the waterfront and the metro skyline, the Half Moone Center is a short walk from IIMC's host hotels, but transportation will be provided for those who would prefer to catch a ride.

This is not a cruise! Delegates and guests will be able to come and go as they please. There will be live music, dancing and dinner in a spectacular setting.

Attendees are encouraged to wear nautical attire, cruise apparel, beach wear, etc. This is an opportunity to either come as if you will be sailing on the Love Boat or going on a 3-hour cruise with Gilligan and the Skipper, Maryann and Thurston Howell III.

More information will be available in future *News Digests* and E-briefings.



Exciting - Picturesque - Unforgettable

The Half Moone Cruise & Celebration Center is Norfolk's iconic waterfront venue. Nestled in the heart of downtown Norfolk with extravagant, sweeping views of both the waterfront and the metro skyline, the Half Moone is certain to leave a lasting impression.

You're Invited...

Annual Banquet

This special evening is a fitting climax to say goodbye to friends and to reflect on your Conference "highs."

Date: Wednesday, May 23

What: Annual Reception

Time: 6:00 pm

Where: Marriott Hotel

Attire: After 5:00 p.m. or Business

Date: Wednesday, May 23

What: Annual Banquet

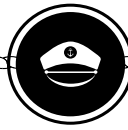
Time: 7:00 pm

Where: Marriott Hotel



Consent to Use of Photographic Images

Registration and attendance at the IIMC Annual Conference sessions, meetings, events and other activities constitutes an agreement by the registrant (Delegate/guest) to IIMC to use and distribute (both now and in the future) the registrant's or attendee's image or voice in photographs, videotapes, DVDs, electronic reproductions and audiotapes of such events and activities.



Conference Discount Program & Membership Incentive Offer Plenty Of Savings

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

1) \$50.00 DISCOUNT FOR FIRST-TIMERS

A FIRST-TIMER is an IIMC Member who has NEVER ATTENDED an IIMC Conference. If Norfolk, Virginia will be your FIRST IIMC CONFERENCE, you will receive a \$50.00US discount off of the Delegate Registration Fee.

2) \$50.00 DISCOUNT FOR REGIONS II MEMBERS

If you are a Municipal Clerk in Region II (DE, MD, NJ, PA, VA, WV), you will receive a \$50.00US discount off of the Delegate Registration Fee.

3) \$50.00US DISCOUNT FOR REGION III and IV MEMBERS

In light of these hurricane stricken regions, IIMC is offering a discount to Regions III and IV. If you are a Municipal Clerk in either Region III or IV (AL, FL, GA, NC, SC; AR, LA, MS, OK, TX;), you will receive a \$50.00US discount off of the Delegate Registration Fee.

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

5) REGION XI (Outside North America) Delegates pay a flat rate fee of \$395.00US Early Bird. No other discounts apply.

6) SAVE DOLLARS ON ADDITIONAL ACADEMIES

Pay for one Academy at the regular fee of \$179.00US and receive \$50.00US discount for each additional Academy.

7) TWO OR MORE DELEGATES DISCOUNT (Regions I-IX)

First Delegate from Municipality pays \$600.00US fee minus any discounts that apply. Additional Delegates from same Municipality will pay \$485.00US (no other discounts apply).

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

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

Help us make the 2018 Conference in Norfolk the largest IIMC Conference ever.



IIMC's Official Rental Car Supplier www.avis.com

Avis is IIMC's rental car supplier for the 72nd Annual Conference in Norfolk, Virginia.

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

- 1) Call Avis at **(800) 331-1600** to make reservations. Delegates should provide Avis' reservations agents with the AWD number to ensure they receive the best available car rental rates.
 - Avis Worldwide Discount (AWD) Number is **X248099**. The AWD will be effective from seven days prior to the event until seven days after the event
- 2) Please use this link to make your reservations:
Avis link for the IIMC 72nd Annual Conference: <http://tinyurl.com/y78gzdtk>
Your AWD number will automatically be placed in the reservation detail.



Navigating the 2018 IIMC Annual Conference is a snAPP!



The IIMC Annual Conference Program has gone mobile and our smartphone app is accessible from all devices with an internet browser: smartphones, tablets, laptops and even desktops!

This all inclusive app has been designed to enhance your conference experience and put the entire conference program in the palm of your hand.

Features Include:

Personalized Experience! Schedule your day with your own personal scheduling option. Set alarms so you never miss an event including meal functions, meetings and education sessions.

Complete Speaker Database! Want to get to know your presenters? Interested in hiring them for your State Association meeting? Full bios, photos and contact information are available for all IIMC education speakers.

Education Session Handouts! Access to the handouts will be available to download for each session within the schedule.*

Exhibit Hall! Work the hall with a fully loaded exhibitor list complete with contact information and booth numbers.

Notes! Take all of your conference notes and save them within your app. Never lose track of important info again!

To get the IIMC Annual Conference mobile app:

iPhone and iPad users - search "IIMC" in the Apple App Store.

Note: if downloading the app to your iPad, the app must be downloaded from the Apple App Store as an "iPhone" app. Once downloaded, it will be compatible with your tablet.

Android users - search "IIMC" in the Google Play Store.

BlackBerry, Windows, laptop users – please visit www.IIMCAnnualConference.com

App Troubleshooting Tips and Facts

* The app can only be accessed while on Wi-Fi or with a data plan. Phones and tablets without data plans will need to download the app prior to the tradeshow and will have limited access to the app's features when offline.

Need Help?

Contact Ashley DiBlasi, Certification Manager at Ashley@iimc.com or (909)944-4162

Conference Registration and Housing

Use The Conference Registration Form in this Program or online to register for the Conference in Norfolk and refer to the back of the Program to reserve your Hotel room for the 2018 IIMC Annual Conference.

Payment and registration form must be received by **March 30, 2018** to receive the Early Bird Fee. You can either FAX (909/944-8545) or mail your Conference Registration Form with your payment to IIMC Headquarters. You can also complete it online at www.iimc.com. IIMC will not accept telephone registrations. In this Program, you'll find:

- 1) An IIMC Conference Registration Form to be completed and returned to IIMC Headquarters with payment. IIMC will confirm your Conference registration by email. NOTE: IIMC Members are not eligible for guest registration fees. **Registration forms will not be accepted without payment.**
- 2) Housing Information on back cover. Delegates can make their own reservation by 1) registering online, or 2) contacting the Hotel (SEE BACK COVER FOR MORE INFORMATION). DO NOT SEND YOUR HOUSING RESERVATION TO IIMC HEADQUARTERS.

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

- Opening Reception
- Opening Ceremony
- Concurrent Education Sessions/Workshops
- Admission to Exhibit Hall
- General Sessions
- TWO Luncheons
- All-Conference Event
- IIMC Annual Business Meeting Breakfast
- Annual Banquet
- Conference Program
- Refreshment breaks

The GUEST Registration Package includes:

- Opening Reception
- Opening Ceremony
- Admission to Exhibit Hall
- General Sessions
- TWO Luncheons
- All-Conference Event
- Annual Banquet
- Conference Program
- Refreshment breaks

NOTE: GUEST STATUS DOES NOT APPLY TO IIMC MEMBERS

Registration: The IIMC Conference Registration and Cashier's Office will be at the Marriott Hotel/Convention Center – Floor 3. Registrants may check in beginning **Saturday, May 19 from 7 a.m. to 6 p.m. and Sunday, May 20 from 7 a.m. to 6 p.m.** The IIMC Office, Cashier and Registration area will remain open throughout the week.

CONFERENCE CANCELLATIONS/REIMBURSEMENTS/REFUNDS

(1) All requests for cancellations must be made in writing to IIMC Headquarters by mail, email (Janis@iimc.com), or fax (909/944-8545). Telephone cancellations will not

be accepted. Cancellations received postmarked on or after **May 5, 2018 or emailed on or after May 5, 2018** are non-refundable.

If written notice is received by **Monday, April 2, 2018** regardless of what is cancelled (Academy, Conference Registration or all), a full refund minus a US\$40.00 handling and processing charge will be issued. If written notice is received between **Tuesday, April 3** and **Thursday, May 3, 2018**, 75% of the fee will be refunded. No refunds will be made after **Friday, May 4, 2018**. Cash refunds are not available at the Conference.

Refunds will not be issued for late arrivals or early departure. No refunds will be made for skipped events. Registrants that do not attend the conference and did not cancel by the deadline, forfeit all registration fees paid, unless the inability to attend was due to verifiable personal or family medical emergency. In this instance, the postmarked deadline to receive the documented written request for a refund less US\$40.00 is May 4, 2018. Regretfully, no considerations will be made after this date.

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

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

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

HOUSING INFORMATION

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

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

SALES TAX -- The current hotel occupancy tax rate in Norfolk is 14% (subject to change) plus a \$2.00 occupancy tax. All room reservations are to be guaranteed with a credit card. Please allow 3-4 weeks for processing materials.

If you have any special needs (physically challenged, dietary, etc.), please contact Janis Daudt, Member Services Director at Janis@iimc.com or by calling 909/944-4162.

IIMC Registration Form • Delegate Information

Print or type all information

First Name _____ Last/Surname _____

CMC _____ MMC _____ First IIMC Conf. (Y/ N) _____ Cell Phone () _____

First Name or Nickname to appear on badge _____ Job Title/Position _____

Municipality _____ State/Province _____ Country _____

Mailing Address _____ City _____ ZIP/Postal Code _____

Work Phone _____ FAX _____ E-mail _____

Please check box if you need special assistance (physically challenged, etc.) Type of Assistance _____

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

- | | | | | | | | |
|---------------------|-----|----|---------|---------------------------------------|-----|----|---------|
| • First Timer | Yes | No | \$50.00 | Region IV Member | Yes | No | \$50.00 |
| • Regions II Member | Yes | No | \$50.00 | Multiple Attendees –Same Municipality | | | Yes No |
| • Region III Member | Yes | NO | \$50.00 | | | | |

GUEST INFORMATION (IIMC Members Cannot Register As Guests)

Name _____ First name to appear on badge _____

Municipality _____ State/Province _____ Country _____

REGISTRATION FEES IN U.S. DOLLARS (Payment must be received by 3/30/18)

	On or Before 3/30/18	After 3/30/18	TOTAL
DELEGATE PACKAGE (Payment must be received by 3/30/18 - early bird)			
IIMC Member/Associate	\$600.00	\$650.00	\$ _____
IIMC Retired Member	\$195.00	\$245.00	\$ _____
IIMC Region X (Canada)	\$460.00	\$510.00	\$ _____
IIMC Region XI (Outside North America) No Other Discounts Apply	\$395.00	\$445.00	\$ _____
Non-Member	\$815.00	\$865.00	\$ _____
Guest Package	\$265.00	\$315.00	\$ _____

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

Saturday, May 19 - Athenian Dialogues

- *Hidden Figures* by Margot Lee Shetterly \$110.00 \$ _____
- *Redemption at Hacksaw Ridge* by Booton Herndon \$110.00 \$ _____

Saturday, May 19 - Academy Seminars

- No One Just 'Snaps' – AM \$179.00 \$ _____
- Effective Listening: What Is It You Are Really Hearing? – PM \$179.00 \$ _____
- Accepting the Leadership Challenge – PM \$179.00 \$ _____

Sunday, May 20 - Athenian Dialogue

- *Failure Is Not an Option* by Gene Kranz \$110.00 \$ _____
- *Shoot Like a Girl* by Mary Jennings Hegar \$110.00 \$ _____

Sunday, May 20 - Academy Seminars

- The Radar O' Reilly Phenomenon – AM \$179.00 \$ _____
- From Stress to Resilience: Developing the Gift of Mental Toughness – PM \$179.00 \$ _____
- The Strategic Planning, Improvement and Realignment Process -- PM \$179.00 \$ _____

IIMC Foundation Windbreaker (Circle One) S M L XL XXL

\$30.00 \$ _____

Tuesday, May 22

- Offsite Concurrent Education Session – AM only \$60.00 \$ _____

Norfolk – A Resilient City Taking Action

Limited to the first 100 registrants

Submit Registration Form with payment by check/money order credit card (in U.S. funds) by above dates.

Apply All Discounts \$ _____

Payment must accompany registration form. Do not mail and FAX same registration form.

TOTAL \$ _____

CHECK ENCLOSED PAYABLE TO IIMC

American Express/Visa /Mastercard/Discover # _____ Total Amt. Charged \$ _____

Expiration Date _____ Card Holder's Signature _____

You can FAX this Form to IIMC at 909/944-8545 OR mail to IIMC, 8331 Utica Avenue, Suite 200, Rancho Cucamonga, CA 91730 postmarked by May 5, 2018.
If you miss this deadline, please bring this Form and payment with you to the IIMC Conference Registration Desk at the Marriott Hotel/Convention Center.

Host Hotel Room Keys Sponsored by **Laserfiche**[®]



Marriott Hotel/ Convention Center

HOST HOTEL

235 East Main Street
Norfolk, VA 23510

Single/Double: \$149.00US/per night
Hotel sales tax: 14%
Occupancy tax: \$2.00/per night

Parking: Please contact the hotel for rates and options

Refined luxury and stylish comfort are combined brilliantly at Norfolk Waterside Hotel. Located in the heart of the city's downtown historic district, the hotel is conveniently connected to Waterside Convention Center, and moments from the USS Wisconsin and cruises on the Spirit of Norfolk. The hotel features: Free High Speed Internet, Fitness Center and Pool.

To book, call Central Reservations at **1-800-874-0264** and mention "**IIMC ANNUAL CONFERENCE**" for your special rate.

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Single/Double: \$149.00US/per night
Hotel sales tax: 14%
Occupancy tax: \$2.00/per night

Parking: Please contact the hotel for rates and options

From Norfolk's only waterfront hotel, enjoy a harbor cruise on the river or a leisurely walk along Waterside District. World-class museums, galleries, performing arts, and other attractions dot the city's downtown waterfront, just minutes away.

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