



On behalf of the Maryland Municipal Clerks Association and the 2023 International Institute of Municipal Clerks (IIMC) Region II Conference Planning Committee, we welcome you to attend the Annual Region II Conference, January 10-13. The conference theme for this year is “*Clerkopedia*,” your one stop shop for knowledge and best practices. Join us in the City of Frederick, Maryland for an exciting learning experience, interactive and fun evening activities, giveaways, and much more.

All sessions have been pre-approved for certification credit by the IIMC Education Department. If you attend all conference education sessions and complete each written assessment tool, you will earn 4.5 total CMC/MMC IIMC Education Points. The conference registration form, schedule-at-a-glance, hotel information, overview of the educational sessions, and City of Frederick information are attached. Please note all registration deadlines.

If you have any questions, please contact Doug Barber at 410-848-4938 / dabarber@westminstermd.gov or Awilda Hernandez at 301-809-3029 / ahernandez@cityofbowie.org.

Hotel reservations may be made by calling the Hampton Inn Frederick at 301-698-2500 or via the [reservation link](#); reference IIMC Region II Conference. A block of rooms have been reserved at a discounted rate of \$89 per night plus tax and fees. The deadline to register for the discounted rate is Friday, December 9, 2022.

Don't wait or hesitate, register and book your room beginning October 4, 2022. This is the conference you don't want to miss! We look forward to seeing you January, 2023, in the awesome City of Frederick, Maryland!



2023 IIMC Region II Conference

Schedule-at-a-Glance

TUESDAY, JANUARY 10, 2023

- 1 - 6 p.m. Registration / Help Desk
- 4 - 7 p.m. Welcome Reception
- 7 p.m. Dinner on Your Own

WEDNESDAY, JANUARY 11, 2023

- 7 - 8 a.m. Registration / Help Desk
- 7:45 - 8 a.m. Welcome/Greetings
- 8 - 10 a.m. *Crisis Communication: Strategically Speaking*
- 10 a.m. - 12 p.m. *Contracts: Inception to Retention*
- 12 - 1 p.m. Lunch
- 1 - 3 p.m. *Emergency Management: When City Resources are Stressed*
- 3 - 5 p.m. *Achieving the Experience "No Vacancy": Boards and Commissions*
- 5 p.m. Dinner on Your Own

THURSDAY, JANUARY 12, 2023

- 7 - 8 a.m. Registration/Help Desk
- 8 - 10 a.m. *Vote Local! The Magic of Municipal Elections*
- 10 a.m. - 12p.m. *Succession Planning for Future Success*
- 12 - 1 p.m. Lunch
- 1 - 3 p.m. *Municipal Budgets and Budget Planning*
- 3 - 5 p.m. *Post-COVID: A New Way of Working*
- 6:30 - 9:30 p.m. Off-Site Dinner and Entertainment
(NY NY Dueling Pianos)
A performance you won't want to miss!

FRIDAY, JANUARY 13, 2023

- 8 - 9 a.m. Region II Business Meeting
- 9 - 11 a.m. *The Public Servants' Survival Guide Workshop*
- 11 - 11:30 a.m. Closing Remarks



2023 IIMC Region II Conference

Educational Sessions Overview

Wednesday, January 11



CRISIS COMMUNICATION: STRATEGICALLY SPEAKING

8 - 10 a.m., .5 CMC/MMC Credits

This course will review best practices and techniques for communication during a crisis situation. Scenarios will be reviewed along with messaging strategies including top down messaging to the organization and community. A 'one voice' strategy will be reviewed to increase organization trust, reduce public anxiety, and help key stakeholders communicate in sync with government officials.

Facilitator: Jessica Waters, Communications and Marketing Manager (Town of Ocean City, Maryland)

CONTRACTS: INCEPTION TO RETENTION

10 a.m. - 12 p.m., .5 CMC/MMC Credits

This course will provide a comprehensive overview, review legal practices of contracts and assist in creating procedures for developing, approving, and maintaining contracts. Establishing fair and consistent practices for procurement and appropriate contract provisions will mitigate litigation risks and ensure your organization gets the goods and services solicited. Learn best practices to streamline procurement and contracting and how to establish a process not only for the development of procurement documents, but also the approval process, monitoring insurance requirement, contract renewals and expirations, and retaining documents in accordance with retention practices.

Facilitator: Lynn Board, City Attorney and Wes Rhodes, Paralegal (City of Gaithersburg, Maryland)

EMERGENCY MANAGEMENT: WHEN CITY RESOURCES ARE STRESSED

1 - 3 p.m., .5 CMC/MMC Credits

This course will explain how the City of Bowie responded to a gas explosion at the Larkin Chase Nursing Center on June 14, 2022. The incident resulted in significant damage to the building necessitating the evacuation of 112 residents from the facility. Topics will include leadership decision making, setting goals and objectives, resource coordination, crisis communications, interagency cooperation, continuity of operations, evaluation of their response and an improvement plan, and how the elected officials were involved in supporting the response.

Facilitator: Lee Cornwell, Office of Emergency Management Director and Stephanie Robinson, Emergency Management Specialist (City of Bowie, Maryland)

ACHIEVING THE EXPERIENCE "NO VACANCY": BOARDS AND COMMISSIONS

3 - 5 p.m., .5 CMC/MMC Credits

This course will establish creative ways for promoting interest in serving on boards and commission, how to uncover a program or process that will work best for your municipality in retaining applications and maintaining membership and board and commission information, and how to educate staff and liaisons on their responsibilities in maintaining compliance with requirements for the boards and commissions they assist.

Facilitator: Camilla Pitman, MMC, PLS, City Clerk (City of Greenville, South Carolina)



2023 IIMC Region II Conference

Educational Sessions Overview

Thursday, January 12



VOTE LOCAL! THE MAGIC OF MUNICIPAL ELECTIONS

8 - 10 a.m., .5 CMC/MMC Credits

This course will provide an overview of municipal election functions covering the role of the Clerk as Election Administrator, election preparation, voter and candidate communications, a review of voter turnout initiatives, day of election best practices, and post-election activities. Information will be provided on election budgeting and how to scale election best practices to the size of your organization and budget.

*Facilitator: Laura Reams, City Clerk and Director of Communications and Legislative Services
(City of Hyattsville, Maryland)*

SUCCESSION PLANNING FOR FUTURE SUCCESS

10 a.m. - 12 p.m., .5 CMC/MMC Credits

This course will serve as a professional testimony for presenter Camilla Pitman who actually experienced the death of a clerk that left a deputy clerk with only two months training and no written directives. Her personal experience will provide participants with encouraging information on the importance of creating a succession plan and steps in developing and implementing the plan. Discuss how to address concerns employees have when approaching the topic of “succession planning” and share how municipal clerks can make a difference serving as mentors while leading their team towards a successful future.

*Facilitator: Camilla Pitman, MMC, PLS, City Clerk
(City of Greenville, South Carolina)*

MUNICIPAL BUDGETS AND BUDGET PLANNING

1 - 3 p.m., .5 CMC/MMC Credits

This course will review the components of a municipal budget, as well as best practices for municipal budgeting. As a financial operating plan for a municipality, a budget projects anticipated revenues and expected expenditures. A municipal budget guides the decisions of a municipality and is; therefore, considered to be the most important city/town document.

Facilitator: Karen Ruff, Esq. (Levan Ruff, LLC) and Alfred Martin (Retired CPA and Public Finance Official)

POST-COVID: A NEW WAY OF WORKING

3 - 5 p.m., .5 CMC/MMC Credits

This course will have individuals discuss, brainstorm, and learn techniques to continue working in the COVID era and still be effective employees. COVID-19 brought massive disruption to the workforce, highlighting the importance of physical proximity in work and spurred changes in business models and consumer behavior, many of which are likely to endure post-pandemic.

*Facilitator: Stacy Milor, MMC, City Clerk
(Town of North Beach, Maryland)*



2023 IIMC Region II Conference

Educational Sessions Overview

Friday, January 13

THE PUBLIC SERVANTS' SURVIVAL GUIDE: TEN KEYS TO RECLAIM YOUR JOY IN WORK AND LIFE WHILE DOING WHAT YOU LOVE

9 - 11 a.m., .5 CMC/MMC Credits



This course will provide a 2-hour motivational session about her experience as a public servant. She will share her survival guide on how to stay positive and energized while meeting the demands of our public positions to avoid burnout and breakdown. Brenda will have her book available for purchase.

Facilitator: Brenda Viola, Communications Consultant/Motivational Speaker (ME Seminars)

A former news anchor, QVC show host and PR/Marketing pro, Brenda Viola's professional path has been diverse and fulfilling. Her ten years as an award-winning Public Information Officer for a first-ring suburb of Philadelphia spurred the creation of her Municipal Education (ME) Seminars. "I was keenly aware of the challenges faced by government workers and was inspired to create content to help them reclaim the joy of public service, while avoiding burnout," explains Brenda.



2023 IIMC Region II Conference

Meet the Facilitators

Jessica Waters

Communication and Marketing Director
City of Ocean City, Maryland

Jessica Waters began her career in communications as a marketing and advertising coordinator for Ocean City's Recreation and Parks Department in 2006. After nearly two years, she was hired as the first civilian public information officer for the Ocean City Police Department. Gaining experience in local, regional, and national news coverage, she learned the importance of strategic messaging and crisis communication. In 2012, she was hired as the communications manager for the Town of Ocean City, overseeing messaging for nearly twenty city government departments while working directly with elected officials and the city manager. She handled multiple crisis communication events in this position, from natural disasters to public relations nightmares.

Laura Reams

City Clerk and Director of Communications and Legislative Services
City of Hyattsville, Maryland

Laura Reams is the City Clerk and Director of Communications and Legislative Services for the City of Hyattsville, Maryland and has worked for the City for 10 years. She came to local government with a background in project management and a bachelor's degree in Criminology from the University of Maryland. During her tenure, she has directed the implementation of youth and non-US citizen voting as well as other election initiatives including same day voter registration and vote-by-mail elections.

In her role as Director of Communications and Legislative Services, she oversees the City's internal and external communications strategy, coordinates all legislative matters, and manages a team of seven employees. She is passionate about the importance of local government and loves finding new ways to promote civic engagement and spread awareness of all the great work done by municipal clerks and other local government employees.

Karen Ruff, Esq.

Attorney
Levan Ruff, LLC

Karen Ruff, Esq. is an attorney who has represented cities and towns in Maryland for almost three decades. She has helped those municipalities address a wide variety of issues involving personnel matters, contracts, grants, ethics questions, Public Information Act requests, and Open Meeting Act regulations. She brings a unique perspective to being a municipal attorney having been a municipal manager for four years. Her experience assisting elected officials in the administration of the day-to-day operations of municipal affairs allows her to assist her municipal clients more fully. She advises municipal elected officials, department heads, and staff regarding legal and policy issues, code enforcement, contracts, legislation, and American Rescue Plan Act of 2021 (ARPA) Funds expenditures, among many other areas.

Alfred Martin

CPA and Public Finance Official
Retired

Alfred Martin is a retired CPA and public finance official. He currently serves in leadership roles on numerous community and state boards. For 30 years, he was the director of finance for the City of Hagerstown, Maryland, the first Town Manager for Hancock, Maryland, and started his career as an auditor for a regional public accounting firm. In 2017, in recognition of his commitment to helping his community succeed, he was named Washington County Business Person of the Year by the Hagerstown-Washington County Chamber of Commerce. In 2021, he received the Maryland Library Association's Distinguished Service Award and, in 2019, he received the prestigious national American Library Association Trustee Citation at the Opening Session of the ALA Annual Conference in Washington, D.C.

Stacy Milor

City Clerk
Town of North Beach, Maryland

Stacy Milor has been employed with the Town of North Beach since 1999. She obtained her Certified Municipal Clerks designation in 2007 and her Master Municipal Clerks designation in May 2022. She is actively involved with the Maryland Municipal Clerks Association, where she held the positions of Secretary, Vice-President, and President. Presently, she is enrolled in the fall semester at the University of Baltimore Certified Public Manager Program. In her spare time, she enjoys boating on the Chesapeake Bay with her husband and sitting on the beach with her feet in the sand.

Lynn Board

City Attorney
City of Gaithersburg, Maryland

Lynn Board has been the City Attorney for the City of Gaithersburg since April of 2008. Prior to that, while in private practice, she served as the Town Attorney for the Towns of Thurmont and Mount Airy. She also served as the City of Frederick's first full-time City Attorney for 11 years from 1990 to 2001. She has been active in the State and Local Government Section of the Maryland Bar Association, serving as the President, Vice President and Secretary, and the Maryland Municipal Attorneys Association, serving as the President, Vice President, Secretary and representative to the Maryland Municipal League's Legislative Committee.

Wes Rhodes

Paralegal
City of Gaithersburg, Maryland

Wes Rhodes has worked for the City of Gaithersburg since February of 1998. He has been a paralegal in the City Attorney's Office since October of 2018, where he specializes in contract drafting and the approval processes. Prior to that he worked in the Finance and Administration Department as the City's procurement manager, where he managed procurement and contracting for the City.

Camilla Pittman

City Clerk
City of Greenville, South Carolina

Camilla G. Pitman, MMC, PLS, has served the City of Greenville, South Carolina, since 1995, as Legal Office Coordinator for the City Attorney's Office, Clerk of Court of Municipal Court, and since 2007 as City Clerk. Prior to joining the City, she served as a legal assistant in Greenville area law firms for 10 years.

Lee Cornwell

Office of Emergency Management Director
City of Bowie, Maryland

Lee Cornwell has spent 37 years of service with the Anne Arundel County Fire Department retiring as a Division Chief. He has been the Director of Emergency Management for the City of Bowie for five years.

Stephanie Robinson

Emergency Management Specialist
City of Bowie, Maryland

Stephanie Robinson served on active duty with United States Coast Guard and has served the City of Bowie for four years. She recently completed her Master's Degree in Emergency and Disaster Management from Georgetown University.

2023 IIMC Region II Conference

Hampton Inn Frederick

5311 Buckeystown Pike, Frederick, Maryland

The Conference Planning Committee has chosen the Hampton Inn Frederick for our conference headquarters.

Located just off I-270, this hotel offers a fitness center, business center, free WiFi, pet-friendly rooms, and daily free breakfast.

The Beacon, their standalone pavilion, serves locally inspired American cuisine in a unique environment. You can enjoy panoramic views, an outdoor fire pit, 36 flat-screen TVs, specialty cocktails, and local microbrews

- 301-698-2500 or via the [reservation link](#) (reference IIMC Region II Conference)
- Discounted rate of \$89 per night plus taxes and fees
- Deadline to register at discounted rate is December 9
- Check-in: 3 p.m.
(call for earlier time)
- Check-out: 11 a.m.
- Free on-site parking

Area Airports

- Washington Dulles International Airport (IAD) - 31 miles
- Ronald Reagan Washington National Airport (DCA) - 31 miles
- Baltimore/Washington International Thurgood Marshall Airport (BWI) - 45 miles

Getting Around

- Frederick Transit Buses
 - routes cover Frederick with frequent stops
- D.C. Metro System
 - Frederick is less than 30 miles from Shady Grove Metro Station with Service directly into Washington, D.C.
- MARC Train
 - trains run from Brunswick, Point of Rocks and Frederick to Washington, D.C. Mon-Fri mornings and from Washington, D.C. Mon-Fri Evenings
- Erie Bus
- Uber/Lyft



2023 IIMC Region II Conference Registration Form



Name:

Title:

CMC: MMC:

Municipality / Organization:

Address:

City: State: Zip Code:

Work Phone: Cell Phone:

Email:

Special Needs / Dietary Restrictions:

Conference Fees

(includes lunch, educational sessions, Tuesday welcome reception and Thursday off-site Dinner and Entertainment)

\$450 Registration \$

\$464 Online Registration *(includes processing fee)* \$

(on or before December 2, 2022)

\$500 Late Registration \$

\$516 Late Online Registration *(include processing fee)* \$

(after December 2 and before December 16)

No on-site registration. No refunds if you cancel after December 16

\$100 Guest Registration \$

\$104 Online Guest Registration \$

(includes Welcome Reception and Thursday Off-Site Dinner and Entertainment only)

Guest Name:

Total Amount Due: \$

Mail Registration Form and Payment to:

Awilda Hernandez, MMCA Treasurer
City of Bowie, City Clerk
15901 Fred Robinson Way
Bowie, Maryland 20716





EXPLORE

Whether you're interested in the region's history, searching for the right antique, enjoying performing and visual arts, or maybe you love hiking, biking, camping, golfing, and fishing. This is the place to suit all your interests!



SHOP

Regardless of the season, weather, or day of the week, shopping remains a steady and significant attraction. Hundreds of nationally recognized stores are located in nearby shopping malls and outlets with other major retailers in area shopping centers.

EAT

From popular, national chains located in suburban areas to wonderful, privately-owned, unique establishments on downtown main streets. Wineries, breweries, and distilleries are also plentiful, with over 30 tasting rooms offering homegrown beverages.

