

*International Institute of Municipal Clerks*  
*Maryland Municipal Clerks Association*



**2018 Annual Region II Conference**

*"Knowledge is Key"*

**January 10 - 12, 2018**

**Gaithersburg Marriott Washingtonian Center  
9751 Washingtonian Boulevard  
Gaithersburg, Maryland 20878**



September 26, 2017

Dear Region II Clerk:

The IIMC Region II Conference, hosted by the Maryland Municipal Clerks Association is scheduled for January 10 - 12, 2018, at the Gaithersburg Marriott Washingtonian Center. The theme for this year is "Knowledge is Key."

In addition to the conference education sessions on January 11 and 12, we are excited to offer an Athenian Leadership Society Dialogue on Wednesday, January 10. All sessions have been pre-approved for certification credit by the International Institute of Municipal Clerks Education Department. If you attend the Athenian Dialogue, all conference education sessions and complete each written assessment tool, you will earn six (6) total CMC/MMC IIMC Education Points. The conference registration form, preliminary schedule, overview of the sessions, and hotel information are attached. Please note all registration deadlines. If you have any questions, please contact Carolyn Brinkley at 410-758-1180 or [CBrinkley@townofcentreville.org](mailto:CBrinkley@townofcentreville.org).

Hotel reservations may be made by calling the Marriott at 800-393-3450 or via the [reservation link](#); reference IIMC Region II Conference. A block of rooms has been reserved at a discounted rate of \$129 per night plus tax and fees. The deadline to register for the discounted rate is Thursday, December 14, 2017.

You don't want to miss out on the exciting evening activities in the City of Gaithersburg at Bowlmor Lanes on Wednesday, the Interactive Dinner on Thursday, and much more. We look forward to seeing you January 10-12, in Gaithersburg, Maryland!

Maryland Municipal Clerks Association



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## Registration Form

Name: \_\_\_\_\_ Title: \_\_\_\_\_

CMC: \_\_\_\_\_ MMC: \_\_\_\_\_

Municipality / Organization: \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Guest Name: \_\_\_\_\_

### WEDNESDAY, JANUARY 10

**Athenian Dialogue Fee \$110:** \$ \_\_\_\_\_  
*(lunch included, pre-registration required, space limited to 30 attendees, register by December 14)*

### THURSDAY - FRIDAY, JANUARY 11 - 12

#### Conference Fees

*(includes Breakfast, Lunch, Education Sessions, Welcome Reception, Bowling, and Interactive Dinner)*

**Dinner Selection (select one):** roasted chicken roasted pork loin grilled rockfish

• **\$295 Registration** *(on or before December 14):* \$ \_\_\_\_\_

• **\$345 Late/ On-Site Registration** *(after December 14):* \$ \_\_\_\_\_

• **\$150 Guest** \$ \_\_\_\_\_

*(includes Welcome Reception, Bowling, and Interactive Dinner)*

**Dinner Selection (select one):** roasted chicken roasted pork loin grilled rockfish

**Total Amount Due:** \$ \_\_\_\_\_

**Make Checks Payable to:** Maryland Municipal Clerks Association

**Mail Registration Form and Payment to:** Laura Reams, MMCA Treasurer  
City of Hyattsville, City Clerk  
4310 Gallatin Street  
Hyattsville, Maryland 20781  
[lreams@hyattsville.org](mailto:lreams@hyattsville.org)

Any dietary restrictions, questions?  
Contact Carolyn Brinkley at 410-758-1180 or [CBrinkley@townofcentreville.org](mailto:CBrinkley@townofcentreville.org)

# Athenian Dialogue



## 2018 IIMC Region II Conference

*"Knowledge is Key"*



**Facilitator:** Charles E. Tokar,  
J.D., MPA

**Date:** January 10, 2018

**Time:** 8:30 am – 3:30 pm

**Fee:** \$110 (lunch included)

**Credits:** 3 CMC/MMC  
Education Points

**Location:**

Gaithersburg Marriott  
Washingtonian Center  
9751 Washingtonian Blvd  
Gaithersburg, Maryland 20878

**Checks payable to:**

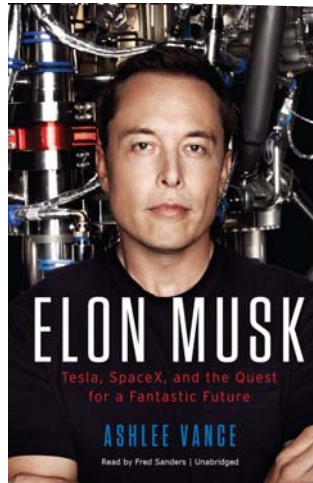
Maryland Municipal  
Clerks Association

**Mail registration form and  
payment by Dec. 14th to:**

Laura Reams, MMCA Treasurer  
City of Hyattsville, City Clerk  
4310 Gallatin Street  
Hyattsville, Maryland 20781

**For questions contact:**

Carolyn Brinkley  
410-758-1180  
[CBrinkley@townofcentreville.org](mailto:CBrinkley@townofcentreville.org)



### **"Elon Musk: Inventing the Future" by Ashlee Vance**

*In Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future, veteran technology journalist Ashlee Vance provides the first inside look into the extraordinary life and times of Silicon Valley's most audacious entrepreneur. Written with exclusive access to Musk, his family and friends, the book traces the entrepreneur's journey from a rough upbringing in South Africa to the pinnacle of the global business world. Vance spent more than 30 hours in conversation with Musk and interviewed close to 300 people to tell the tumultuous stories of Musk's world-changing companies: PayPal, Tesla Motors, SpaceX and SolarCity, and to characterize a man who has renewed American industry and sparked new levels of innovation while making plenty of enemies along the way.*

*Vance uses Musk's story to explore one of the pressing questions of our time: can the nation of inventors and creators which led the modern world for a century still compete in an age of fierce global competition? He argues that Musk--one of the most unusual and striking figures in American business history--is a contemporary amalgam of legendary inventors and industrialists like Thomas Edison, Henry Ford, Howard Hughes, and Steve Jobs. More than any other entrepreneur today, Musk has dedicated his energies and his own vast fortune to inventing a future that is as rich and far-reaching as the visionaries of the golden age of science-fiction fantasy.*

**Participants must purchase and read book prior to the dialogue.  
Only 30 seats available.**

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**Preliminary Schedule**

**WEDNESDAY, JANUARY 10**

7:30 am - 8:30 am	<i>Conference Check-In</i>	
8:30 am - 12:00 pm	<b><i>Athenian Leadership Society Dialogue</i></b>	Salon C
12:00 pm - 1:00 pm	<i>Lunch</i>	Salon B
1:00 pm - 3:30 pm	<b><i>Athenian Leadership Society Dialogue</i></b>	Salon C
6:00 pm - 8:30 pm	<i>Welcome Reception and Bowling</i> Bowlmor Lanes, 15720 Shady Grove Road, Gaithersburg, MD 20877	

**THURSDAY, JANUARY 11**

7:00 am - 8:00 am	<i>Breakfast / Conference Check-In</i>	Salon D
8:00 am - 10:00 am	Session 1 <b><i>Continuity of Operations Planning - COOP / Succession Planning</i></b>	Salon A-C
10:00 am - 12:00 pm	Session 2 <b><i>Public Information in a Digital World</i></b>	Salon A-C
12:00 pm - 1:00 pm	<b>Lunch and Business Meeting</b>	Salon D
1:00 pm - 3:00 pm	Session 3 <b><i>Effective Meetings and Parliamentary Procedure</i></b>	Salon A-C
3:00 pm - 5:00 pm	Session 4 <b><i>How to Say It in Minutes</i></b>	Salon A-C
6:30 pm - until	<i>Interactive Dinner Event</i>	Salon A-C

**FRIDAY, JANUARY 12**

7:00 am - 8:00 am	<i>Breakfast</i>	Foyer (take into Salon A-C)
8:00 am - 10:00 am	Session 1 <b><i>First Amendment Rights (includes Open Meetings)</i></b>	Salon A-C
10:00 am - 12:00 pm	Session 2 <b><i>“Me Time”</i></b>	Salon A-C

# 2018 IIMC Region II Conference



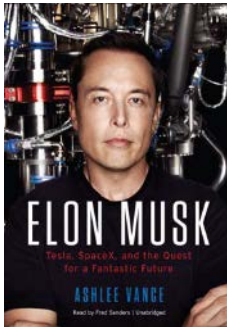
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## Overview of Education Sessions

WEDNESDAY, JANUARY 10



*(3 CMC/MMC Education points with completion of Assessment Tool)*

8:30 am - 3:30 pm *(lunch included, pre-registration required, space limited)*

**Athenian Leadership Society Dialogue:**

***"Elon Musk: Inventing the Future"* by Ashlee Vance**

In *Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future*, veteran technology journalist Ashlee Vance provides the first inside look into the extraordinary life and times of Silicon Valley's most audacious entrepreneur. Written with exclusive access to Musk, his family and friends, the book traces the entrepreneur's journey from a rough upbringing in South Africa to the pinnacle of the global business world. Vance spent more than 30 hours in conversation with Musk and interviewed close to 300 people to tell the tumultuous stories of Musk's world-changing companies: PayPal, Tesla Motors, SpaceX and SolarCity, and to characterize a man who has renewed American industry and sparked new levels of innovation while making plenty of enemies along the way.

Vance uses Musk's story to explore one of the pressing questions of our time: can the nation of inventors and creators which led the modern world for a century still compete in an age of fierce global competition? He argues that Musk--one of the most unusual and striking figures in American business history--is a contemporary amalgam of legendary inventors and industrialists like Thomas Edison, Henry Ford, Howard Hughes, and Steve Jobs. More than any other entrepreneur today, Musk has dedicated his energies and his own vast fortune to inventing a future that is as rich and far-reaching as the visionaries of the golden age of science-fiction fantasy.

Facilitator: Mayor Charles E. Tokar, J.D., MPA

***(Each Session .5 CMC/MMC Education Points with completion of Assessment Tool)***

**THURSDAY, JANUARY 11**

8:00 am – 10:00 am      Session 1      ***Continuity of Operations Planning – COOP /  
Succession Planning***

This course is based on the guidance to the Municipal Clerks and their cities and towns for developing Continuity of Operations (COOP) Plans and Programs which includes Succession Planning. COOP plans facilitate the performance of essential functions during any situation which may disrupt normal operations. Succession planning provides a conduit for the successful transfer of roles, responsibilities, and duties during temporary, unplanned, short term absences.

Facilitator: Stephen Allen

10:00 am – 12:00 pm      Session 2      ***Public Information in a Digital World***

Dive into the world of social media and digital communication with this exploration of public information in the digital age. The class is designed to help participants understand the importance and usage of social media for civic engagement and information sharing, develop policy guidelines, identify digital communication in the larger context of public record keeping, and learn best practices for data archiving and responding to Public Information Act requests.

Facilitators: Lynn Board, Britta Monaco, Amy McGuire, Nick Smith

1:00 pm – 3:00 pm      Session 3      ***Effective Meetings and Parliamentary Procedure***

This course is designed to give insight into the various factors that allow for an effective meeting to occur. From small groups to large public meetings the principles are the same. We'll discuss the preparation that must occur behind the scenes to make a meeting professional and productive. Experiences will be shared to highlight pitfalls and ways to avoid them. There is also a small section of basic Robert's Rules of Procedure.

Facilitator: Jay Gullo



3:00 pm – 5:00 pm      Session 4      ***How to Say It in Minutes***

The instructor brings her experience as a municipal clerk and a parliamentarian to include specific techniques for processing minutes. Interactive activities—such as self-assessment and question/answer discussion—will be used to assist municipal clerks in their duty as scribe for council/board/committee minutes. All training is focused on better preparing the municipal clerk to serve as a resource for the governing body.

Facilitator: Connie Deford

## **FRIDAY, JANUARY 12**

8:00 am – 10:00 am      Session 1      ***First Amendment Rights (includes Open Meetings)***

The instructor brings her experience as a municipal clerk and a parliamentarian to include background and specific instances where the right of free speech by a member of the public is problematic in public meetings. Review of open meetings acts, state requirements, and possible exclusion policies that can be included in council rules will be reviewed.

Facilitator: Connie Deford

10:00 am – 12:00 pm      Session 2      ***“Me Time”***

In the beginning of the Wizard of Oz, young Dorothy Gale is seen wandering around her Aunt and Uncle’s farm while her family and farm hands are working diligently. A few times she's asked to help but chooses to play, even walking on a fence moments before falling into the pig pen. Life can request that we serve others so much that we get pulled into a "pen" of frustration, irritability and upset. Creating "Me Time" can provide the self-care needed to balance work and life with ease and grace. Additionally, taking time for ourselves can reduce stress, clear the mind and energize the body. It's a healthy way to play or escape the commitments to others and focus on ourselves.

Facilitator: Robert Pruitt

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## Hotel Information



### *Gaithersburg Marriott Washingtonian Center*

**9751 Washingtonian Boulevard  
Gaithersburg, Maryland 20878**

The Conference Planning Committee has chosen the Gaithersburg Marriott Washingtonian Center for our conference headquarters. From the Capital Beltway (I-495), just off I-270, this lakeside hotel offers award-winning service, modern rooms, convenient location, complimentary on and off-site parking, pedestrian-friendly shopping and entertainment, restaurants, boardwalk, movie theater, and much more nearby, ideal for our conference! Area airports: Washington Dulles International Airport (IAD) 31 miles, Ronald Reagan Washington National Airport (DCA) 31 miles, and the Baltimore/Washington International Thurgood Marshall Airport (BWI) 45 miles. Other transportation: Shuttle Service, Bus, Train and Metro (Shady Grove Metro Station - Red Line, 3.6 miles).

- Marriott Reservations at 800-393-3450 or via the [reservation link](#)
- Reference IIMC Region II Conference
- Discounted rate of **\$129** per night plus tax and fees
- Deadline to register at discounted rate is **Thursday, December 14, 2017**
- Check-in at 4 pm (*call for earlier time*)
- Check-out at 12:00 pm
- Free on and off-site parking