



FLORIDA ASSOCIATION OF CITY CLERKS  
JUNE 8-11 | SAINT AUGUSTINE  
RENAISSANCE WORLD GOLF VILLAGE

I am pleased to invite you to attend the 2014 Summer Conference and Academy scheduled for June 8 – 11, 2014 at the Renaissance World Golf Village in St. Augustine, Fla. This year's theme is "Lighting your Path to Success."

As municipal clerks, our responsibilities are diverse, extensive and comprehensive; and the extent of our obligations is often quite overwhelming. Attending the FACC Academy can help put our vast responsibilities and obligations into perspective, while reconnecting with our professional network of friends and colleagues.

Our Professional Education Committee, chaired by Pati Burke, has created a program that will dazzle and delight even the most seasoned city clerk! You will "Create the Spark", lead amongst chaos, and through roundtable panels take part in "crucial conversations" about leadership, ethics, public records, civility, and marketing and branding. You will then join your fellow clerks for an enlightening session on the legalities of email and social media applications. To round it out, your final session is all about you and your personal safety – both at home and in the workplace.

It is my sincere hope you will join us in "Lighting your Path to Success!"

*Lori McWilliams*

FACC President  
Village Clerk, Village of Tequesta

# TENTATIVE GENERAL SCHEDULE

Updated March 27, 2014

## SUNDAY, JUNE 8

- 8:00 a.m. - 6:30 p.m. Registration Desk Open  
9:00 a.m. - 4:00 p.m. Pre-Conference Session: Athenian Dialogue  
(pre-registration and additional fee required)  
9:00 a.m. - 4:00 p.m. Pre-Conference Session: Train the Trainer  
(pre-registration and additional fee required)  
4:30 p.m. - 5:00 p.m. First-Time Attendees' Orientation  
6:30 p.m. - 8:00 p.m. Board of Directors Meeting  
7:30 p.m. - 10:00 p.m. Hospitality Suite Open

## MONDAY, JUNE 9

- 7:30 a.m. - 6:30 p.m. Registration Desk Open  
7:30 a.m. - 8:15 a.m. Continental Breakfast  
7:30 a.m. - 8:15 a.m. District Meetings  
8:30 a.m. - 9:00 a.m. Opening Ceremonies  
9:00 a.m. - 10:00 p.m. Opening General Session/Keynote Presentation: Invest in Yourself  
Glenda Doles, Motivational Speaker, Personally Speaking, Inc.  
10:00 a.m. - 12:00 p.m. Session: Show Them What You Got!  
12:00 p.m. - 2:00 p.m. Luncheon and Annual Business Meeting  
2:00 p.m. - 5:00 p.m. Session: City Clerks - Leading In a World of Chaos  
3:30 p.m. - 6:30 p.m. Exhibit Hall Open  
5:30 p.m. - 6:30 p.m. President's Presentation and Welcome Reception  
6:30 p.m. - 10:00 p.m. Hospitality Suite Open

## TUESDAY, JUNE 10

- 7:30 a.m. - 5:30 p.m. Registration Desk Open  
7:30 a.m. - 3:30 p.m. Exhibit Hall Open  
7:30 a.m. - 8:00 a.m. Continental Breakfast  
8:00 a.m. - 12:00 a.m. Session: Crucial Conversations  
12:00 p.m. - 1:00 p.m. Sidewalk Café in Exhibit Hall (cash purchases)  
1:00 p.m. - 5:00 p.m. Session: How to Avoid Social Media Liability 2014  
6:45 p.m. - 8:00 p.m. Clerk's Night Out

## WEDNESDAY, JUNE 11

- 7:30 a.m. - 12:15 p.m. Registration Desk Open  
7:30 a.m. - 8:00 a.m. Continental Breakfast in Pre-Function Area  
8:00 a.m. - 12:00 p.m. Closing General Session: Personal Defense and Workplace Safety  
12:30 p.m. - 2:00 p.m. Board Meeting/Orientation for New Board Members and Committee  
Chairs

## ADVANCE REGISTRATION PROCEDURE

All participants are encouraged to register in advance to avoid any delays at the academy registration desk. Please fill out and return the summer academy registration form along with fees to the **FACC, P.O. Box 1757, Tallahassee, FL, 32302** or email to **Melanie Howe at [mhowe@flcities.com](mailto:mhowe@flcities.com)**. Make your check payable to the FACC. We cannot accept purchase orders. MasterCard and Visa are accepted. **Registration forms will not be processed without payment in full.** When your registration is received, a confirmation of registration will be emailed to each registrant (please be sure to provide your email address). Your badge, program, tickets and other information relative to the conference can be picked up at the academy registration desk upon your arrival at the hotel.

## ONLINE REGISTRATION

You can register online by accessing the Events Page of FACC's website at [www.floridaclerks.org](http://www.floridaclerks.org). If you register online there are two payment options. You can send your registration fees by check to the Florida Association of City Clerks. **(NOTE: You are not registered until we receive your payment and you will not receive your housing information until your registration is paid.)** Or, you can pay online with your Visa or MasterCard. Registrations submitted and paid online via credit card will automatically be marked as paid and you will receive your academy confirmation immediately via email. **Please check your confirmation carefully to verify that all information is correct. Please inform the FACC immediately of any errors.**

## ROOM RESERVATIONS

In order to protect our room block for academy registrants, it is our policy that **housing information is only released upon payment of registration.** Once your registration is paid, you will be sent housing information via email. Please note that **the Renaissance World Golf Village Resort's reservation cut-off date is May 9, 2014.** It is important that you register for the academy early so that you have plenty of time to make your reservations.

## REGISTRATION FEES

Registration fees must accompany all academy registration forms. In order to qualify for the early registration fee, academy registration forms must be postmarked on or prior to Friday, **May 2, 2014.** Registration forms postmarked after May 2, will be processed at the specified late fee. Advance registration forms must be received by May 28. If you are unable to meet this deadline, please register onsite. The registration fees for the FACC Summer Conference & Academy are:

	Early Fee by May 2	Late Fee after May 2	
FACC Member	\$300	\$350	
FACC Non-Member	\$425	\$475	
Guest	\$200	\$250	
Pre-Conference Session: Athenian Dialogue	\$100	\$115	
Pre-Conference Session: Train the Trainer	\$100	\$115	
Additional Welcome Reception Tickets	\$50	\$65	▶▶▶▶

## REGISTRATION FEES (CONTINUED)

### Members/Non-Members Registration

Member and non-member registration fees cover name badge, admission to all conference and academy sessions and the exhibit hall, refreshment breaks, and Monday's business luncheon and welcome reception. These fees **do not** cover the pre-conference session, lodging or other meals.

### Guest Registration

Guest registration fees cover name badge, admission to all conference and academy sessions and the exhibit hall, refreshment breaks and Monday's welcome reception. These fees **do not** cover the pre-conference session, Monday's business luncheon, lodging or other meals. Guests are defined as spouses, partners or other non-professional relations of delegates. **FACC members and corporate sponsor or exhibitor representatives do not qualify for the guest registration fee.**

### Pre-Conference Session Registration

Pre-conference session registration fees cover admission to the Athenian Dialogue or Train the Trainer session only. This fee **does not** include the discussion book or lunch. Pre-registration is required. **The pre-conference session is not included in the regular registration fee.**

### Additional Event Tickets

Separate tickets for the Monday business luncheon **will not** be sold. Extra tickets for the welcome reception may be purchased in advance or at the academy registration desk. *Note: Your name badge must be worn to all events and tickets must be presented to enter the events.*

**Attire for the Summer Conference and Academy is business professional.**

*(No shorts, tank tops, flip flops or see-through clothing, please.)*

## DEADLINES/CANCELLATIONS

Advance registration forms must be postmarked by **Friday, May 2, 2014**. If you are unable to meet this deadline, please register onsite at the academy registration desk. All cancellations must be in writing and either emailed to [mhowe@flcities.com](mailto:mhowe@flcities.com) or faxed to the FACC office, ATTN: Melanie Howe, (850) 222-3806; or mailed to FACC, P.O. Box 1757, Tallahassee, FL 32302.

**All cancellations received by 5:00 p.m., Friday, May 23, 2014, will be entitled to a refund less a \$25 administration fee.** Prepaid registrants not canceled by this date will be included in the advance registration guarantee required by the hotel and are not eligible for a refund. Substitutions may be made at any time with advance notification.

### REGISTRATION DESK HOURS

Sunday, June 8 ..... 8:00 a.m. - 6:00 p.m.  
Monday, June 9 ..... 7:30 a.m. - 6:30 p.m.  
Tuesday, June 10..... 7:30 a.m. - 5:30 p.m.  
Wednesday, June 11... 7:30 a.m. - 12:15 p.m.

### ACADEMY DEADLINES

Early Registration ..... May 2  
Hotel Cut-off..... May 9  
Cancellation Requests ..... May 23  
Academy Registration ..... May 28

## CONTINUING PROFESSIONAL EDUCATION CREDIT

Municipal clerks who are working toward **Certified Municipal Clerk (CMC)** or **Master Municipal Clerk (MMC)** designations and wish to receive the maximum points allowable by IIMC will need to: 1) have their name badge scanned after every session and 2) complete and return the Ideas to Action (ITA) form to the academy registration desk before leaving the Summer Conference & Academy. Clerks who are not actively working towards certification may decline scanning and completion of the ITA document. Certificates will be mailed to attendees approximately 60 days after the academy. For more information, contact Amy Brewer with the John Scott Dailey Florida Institute of Government, phone: (850) 487-1870, email: [abrewer@iog.fsu.edu](mailto:abrewer@iog.fsu.edu).

## SPECIAL EVENTS

### EXHIBIT HALL

**Monday, June 9 – 3:30 p.m. - 6:30 p.m. | Tuesday, June 10 – 7:30 a.m. - 3:30 p.m.**

Be sure to visit our exhibit hall and show your appreciation to the exhibitors who help make this summer conference and academy possible. All refreshment breaks occurring during exhibit hall hours, as well as Monday's welcome reception and Tuesday's continental breakfast, will be held in the exhibit hall.

### PRESIDENT'S PRESENTATION & WELCOME RECEPTION

**Monday, June 10 – 5:30 p.m. - 6:30 p.m.**

Kick-off the conference by renewing acquaintances, meeting new friends, catching up on what has happened during the past year or just relaxing in a very casual atmosphere. Welcome our exhibitors and sponsors for this year's summer conference and academy, network and make your plans for the rest of the week. Enjoy an early evening of light hors d'oeuvres, beer and wine. Guests are welcome if they are registered. Tickets must be presented to enter. No children, please. Additional tickets are available for purchase.

### HOSPITALITY SUITE

**Sunday, June 8 – 6:30 p.m. - 10:00 p.m. | Monday, June 9 – 6:30 p.m. - 10:00 p.m.**

After a long day, join us in the hospitality suite to relax and network with friends, vendors and colleagues while enjoying refreshments.



## CLERK'S NIGHT OUT

**Tuesday, June 10 – 6:45 p.m. - 8:00 p.m.**

Join your fellow Clerks for a cruise around the City! Scenic Cruise St. Augustine will provide a waterfront view of many historical sites such as the Bridge of Lions, Pedro Menendez's landing site, St. Augustine Lighthouse, and the Castillo de San Marco. You will also see natural sites of interest, including St. Augustine Inlet, Matanzas Bay, Tolomato River, Oyster Beds, Salt Marshes, waterfowl and possibly dolphins. Remember to bring your camera. **Note:** You will need to arrange your own transportation to Municipal Marina.

- **Sign-up** must be done no later than Monday morning when picking up your registration material from the Registration Desk.
- **Guests** of all ages welcome, must sign them up and pay for their admission.
- **Cost:** \$11.75 per person, provided 25 conference attendees and guest sign-up. **Cash Only - please bring exact change.** If we do not get enough participation you could still take advantage of the cruise by reserving your spot. Call (800) 542-8316 Ext. 210. The cost will be as follows: \$16.75 per adult, \$13.75 per senior over 60, and \$7.75 per child payable upon arrival.

## SILENT AUCTION

FACC will be hosting the 4<sup>th</sup> Annual Silent Auction and the 2<sup>nd</sup> Annual Purses with a Purpose Auction at the upcoming June 2014 FACC Summer Academy in St. Augustine. To date, we have received one beautiful purse for the Purses with a Purpose and a couple of gift cards for the regular auction. Items are still needed for BOTH auctions. If you have an item that you feel would work for the silent auction, please email Gwen Johns, city clerk for Mount Dora, pictures and/or a detailed description along with estimated value so bidding sheets can be prepared in advance. If you are interested in donating a gift card to create gift card bundles for the auction, please let Gwen know. The gift card(s) can be any denomination you wish to donate. We ask that all gift cards to be mailed to Gwen in advance so she will have ample time to assemble the bundles and prepare bidding sheets. Preparing for the auction onsite is challenging and very time consuming.



Your participation in these two auctions is voluntary. We look forward to another great year for both auctions and don't forget your checkbook -- it is very fun bidding against your fellow clerks.

You can contact Gwen at [johnsg@cityofmountdora.com](mailto:johnsg@cityofmountdora.com) or mail items to City of Mount Dora, c/o City Clerk Gwen Johns, 510 North Baker Street, Mount Dora, FL, 32757.

## HOTEL INFORMATION

The **Renaissance World Golf Village Resort** will serve as the host hotel. Housing information will be sent once we receive your **paid** registration and reservations may be made at that time. Room rates are **\$139 per night** for a standard room. One bedroom suites are \$189 per night. Self-parking is complimentary. Resort check-in is 4:00 p.m. Check-out time is 12:00 p.m. **Please note:** if you do not checkout by noon you will be locked out of your room. If you want a late checkout you will need to check with the front desk.

All reservations must be made on or before **May 9, 2014**. Reservations received after May 9 will be accepted on a space- and rate-available basis. A credit card will be required to guarantee your room. **Note:** Even though the cut-off date for making hotel reservations is May 9, we could run out of rooms before the cut-off date, so make your reservations as soon as possible.

The Renaissance World Golf Village is home of the one-and-only World Golf Hall of Fame and is located near historic downtown St. Augustine and the beaches. Along with onsite dining and freshly renovated rooms, the Renaissance also offers two world-class golf courses. A local complimentary shuttle to and from downtown is available for individual hotel guests.

## TAX-EXEMPT POLICY

Most hotels follow the policy that all sales, including advance room deposits, made directly to governmental entities are exempt from the Florida sales tax. Payment must be made in the form of the government/agency check or credit card holding that exempt status. When a government employee pays for the hotel room or other taxable item, he/she is subject to Florida's sales tax, even though his/her employer will reimburse him/her. Such sales are considered by the Florida Department of Revenue to be between the hotel and an individual and are not sales made directly to the government.

## DIRECTIONS

From I-95 South – Take Exit 323; merge right onto International Golf Parkway; make a right at the first stoplight, which is World Golf Village (WGV) Boulevard; follow WGV Boulevard 1.8 miles; this leads directly to the Resort

From I-95 North – Take Exit 323; make a left at stoplight and go west on International Golf Parkway; make a right at the first stoplight, which is World Golf Village (WGV) Boulevard; follow WGV Boulevard 1.8 miles; this leads directly to the Resort.





The education curriculum for both the CMC and MMC session content was developed, reviewed and approved by the Florida Institute of Government at Florida State University as an IIMC-approved institute, in cooperation with the FACC Professional Education Committee and Board of Directors.



# SUMMER CONFERENCE & ACADEMY PROGRAM

## PRE-CONFERENCE

### Sunday, June 8

8:00 a.m. - 6:30 p.m.  
Registration Desk Open

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

**Pre-Conference Workshop: Athenian Dialogue** *(Separate registration fee required)*

Required Book: *"It Worked for Me: In Life and Leadership"* by Colin Powell

A small group, in-depth discussion on aspects of leadership City Clerks must deal with on a daily basis. Discussion based on the book, *"It Worked for Me: In Life and Leadership,"* by Colin Powell. Pre-registration, pre-reading, and other assignments required. Successful completion of this dialogue is awarded 2 CMC/MMC education points by IIMC and potential future inclusion in the IIMC Athenian Society. (See page 12)

**Facilitated by Mike Abels, ICMA – CM**

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

**Pre-Conference Workshop: Train the Trainer** *(Separate registration fee required)*

This workshop is designed to provide potential instructors the information, tools and proper body language needed to present information effectively, respond to participant questions, and lead activities that engage participants and reinforce learning. Successful trainers are focused on performance improvement. Participants can expect to learn:

- A specific model, checklist, and process for development of training;
- A brief overview of adult learning;
- Elements of designing an effective and dynamic presentation; and
- Speaking and facilitating skills including body language techniques and voice fluctuations.

**Facilitated by Trina Pulliam, Trainnovations, Inc.**

This six-hour Train the Trainer is approved by IIMC as earning 3 CMC/MMC education points upon successful completion and approved Ideas to Action form.





## Sunday, June 8 (continued)

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

### First-Time Attendees' Orientation

This is an informal session for new attendees to meet your FACC Board, including both the current and incoming FACC Presidents, as well as the FACC Executive Director, FLC Staff, and staff from the Institute of Government. Please join us for a brief but informative session to learn how your association can assist you in your professional goals and challenges while also letting us get to know you as well!

**Panelists: FACC, FLC, and IOG Staff & Board Members**

6:30 p.m. - 8:00 p.m.

### FACC Board of Directors Meeting *(Members are encouraged to attend)*

6:30 p.m. - 10:00 p.m.

### Hospitality Suite Open

## CONFERENCE

*(Note: City Clerks will be credited with 1 CMC Experience Point for attending this portion of the 2014 FACC Conference & Academy by submitting your Certificate of Attendance to IIMC.)*

## Monday, June 9

7:30 a.m. - 8:15 a.m.

### District Meetings

8:30 a.m. - 9:00 a.m.

### Opening Ceremonies

9:00 a.m. - 10:00 p.m.

### Opening General Session

Keynote: "Invest in Yourself!" **Glenda Doles, Motivational Speaker**, Personally Speaking, Inc.

### 10:00 a.m. - 12:00 p.m. – Show Them What You Got!

Tired of not being seen as a professional? Can't keep up with all the requests? Ready to be seen in 2014? "Show Them What You Got!" is an interactive, content-packed program that will show you how to:

1. Build skills others wish they had!
2. Discover your true confidence to be seen as the intelligent, powerful professional you are.
3. Ask for what you want, say what you need to say, and stop second guessing your decision!
4. Be in the power seat of your life.

Presenter: **Sarah Sparks, MPA**, Founder, Speaker, and Success Coach, Create The Spark, LLC

12:00 p.m. - 2:00 p.m.

### FACC Luncheon & Annual Business Meeting



## Monday, June 9 (continued)

### ACADEMY

*(Note: The following MMC sessions are approved by IIMC as earning 1 Education Point for every 2 hours of education completed. Clerks who are trying to earn IIMC points must get scanned after every session and submit a completed Ideas to Action form at the end of the Academy to earn "hours" on their Certificates of Completion to turn into IIMC for certification.)*

**2:00 p.m. - 5:00 p.m.**

#### **City Clerks: Leading In a World of Chaos**

Do you feel that for city clerk's rapid change and unpredictability is the new normal? Several city clerks have said that the world of city government has entered an era they identify as management chaos. Technology has made existing laws for public records and open meetings increasingly complex and hard for city clerks to manage; political polarization is increasing its pull of city clerks' into the political arena; demands from the public and the complex problems being encountered by city clerks' cannot be solved by the clerk's office alone, or for that matter, by one city alone. This workshop will explore the current trends and problems being faced by city clerks in this era of management chaos, and explore what new management and leadership skills are being utilized to effectively adapt to the new world that confronts city clerks and city government.

Facilitated by: **Mike Abels, ICMA – CM**, University of Central Florida

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

#### **President's Presentation & Welcome Reception**

**6:30 p.m. - 10:00 p.m.**

#### **Hospitality Suite Open**

## Tuesday, June 10

**8:00 a.m. - 12:00 p.m.**

#### **Crucial Conversations**

Based upon the innovative format recently unveiled at the 2013 IIMC Annual Conference, FACC's "Crucial Conversations" will be roundtable discussions on four separate topics of importance to the Florida City Clerk. There will be four meeting rooms and rather than have participants change rooms for each topic, the facilitator for each topic will facilitate a discussion lasting approximately 50 minutes in each room and then move to the next room. A new facilitator will then move into each room to facilitate another topic of their expertise. You will engage in a total of four Crucial Conversations on the following topics:

- Civility
- Leadership and Ethics
- Marketing and Branding
- Q & A on Public Records

This will be a fun, fast moving and highly interactive learning experience.

Facilitators include: **Lynn Tipton**, Director of Member Services, Florida League of Cities; **Jeff Hendry**, Executive Director, Florida Institute of Government; **Barbara Petersen**, Executive Director, First Amendment Foundation; and **Dr. Barbara Mathewson**, Associate Professor, University of Central Florida

## Tuesday, June 10 (continued)

12:00 p.m. - 1:00 p.m.

Lunch on Own – Sidewalk Café in Exhibit Hall

1:00 p.m. - 5:00 p.m.

### How to Avoid Social Media Liability 2014

In this information-packed session, you receive expert strategies on resolving difficult social media issues that can expose you to costly liability. You also receive significant time to ask Social Media Attorney Mark Fiedelholz questions. Below is a summary of the issues that will be addressed:

- How the courts view work product on personal social media sites;
- How to handle public record requests for work communication on work and personal social media sites;
- How to handle public record requests for work communication on personal smartphones and other mobile devices;
- How does an employer stipend impact a public record request on a personal phone?
- What is the liability of an employee's work related text messages, pictures, and video on personal phones?
- Clarification of the difference between unprotected and protected workplace speech on social media;
- How do you differentiate between an unprotected and protected opinion on social media?
- Understand Social Media libel;
- Audience questions on social media issues.

Presenter: **Mark Feidelholtz, Esq.**, Effective Communications, Inc.

6:45 p.m. - 8:00 p.m.

Clerk's Night Out

## Wednesday, June 11

8:00 a.m. - 12:00 p.m.

### Closing General Session: Personal Defense and Workplace Safety

This session is a discussion/demonstration on how to stay safe from the moment you leave your home, get into your car and arrive at your place of work. The Who, What, Where, When and How of what you should do to stay safe. We will also discuss fortifying your personal workplace, having a prepared plan of knowing what common office items can be used in self-preservation mode and finally a discussion on what to look for in the body language in a potential situation that may involve an active shooter. This session will include hands on demonstration techniques and voluntary audience participation so wear your tennis shoes and comfortable clothing.

Facilitators/Trainers: **Paul Pawela** and **Linda Keeslings**, Assault CounterTactics, Inc.

12:30 p.m. - 2:00 p.m.

### FACC Board Meeting/Orientation for New Board Members & Committee Chairs

*The education curriculum for both the CMC and MMC session content was developed, reviewed and approved by the Florida Institute of Government at Florida State University and an IIMC-approved institute, in cooperation with the FACC Professional Education Committee and Board of Directors.*

# PRE-CONFERENCE SESSION

## **ATHENIAN LEADERSHIP SOCIETY DIALOGUE**

Sunday, June 8 | 9:00 a.m. - 4:00 p.m.

**Fee: \$100 prior to May 3; \$115 after May 3 – plus purchase of book; lunch on your own**

### **About the Session**

Athenian Leadership Society Dialogues are limited to a minimum of 10 participants and a maximum of 18 participants per session on a first-come, first-served basis. Each Dialogue is worth two CMC or two MMC education points with the completion of a knowledge assessment. Participants are required to purchase and read the book prior to the session. Due to the pre-work involved (reading the book), on-site registrations are not allowed. Please indicate on the academy registration form on pages 15-16 if you would like to register for the pre-conference session and include the session registration fee in your total.

### ***It Worked for Me: In Life & Leadership, by Colin Powell***

Dialogue is an ancient form of conversational exchange dating back to ancient Greek society in the West and Sumerian society in the East. These early roots were lost in the 19th century, when dialogue became primarily a literary device. In contemporary times, dialogue has risen again in popularity as a way to connect with others and grow a sense of community and shared learning.

In this session, we will use the dialogic techniques of ancient Greek philosophers and of contemporary scholars to explore the book, ***It Worked for Me: In Life & Leadership Way***. In his biography, Colin Powell, Serving as Army Chairman of the Joint Chief of Staff and Secretary of State, shares his leadership secrets he learned over a 30+ year career. As relevant to City Clerks as to military officers, General Powell suggests many leadership techniques that public managers can use in order to successfully manage in the 21<sup>st</sup> century. At the Athenian Dialogue we will discuss the leadership secrets General Powell has learned, and is passing on to other managers. Some of the areas that will be explored include:

- Technology is rapidly changing and the Sunshine and public records laws have not kept pace. What leadership role should city clerk's play with legislative officials, city management, governing officials, and the public?
- A new generation with different values, interests, and skills will soon represent the majority of our workforce. What management/leadership style will most effectively motivate this new workforce?
- The Clerk's role in city government is rapidly changing. City clerk's see increased community and political polarization pulling them into new and potentially destructive areas of management conflict. What leadership skills do city clerks need in order to adapt to this new environment?
- City clerks are becoming increasingly visible to the public, city officials, and elected officials as a management unit responsible for very complex duties impacting the city organization as well as the public. Should city clerks be more active in assuming a public leadership role as a public spokesperson with the public, and civic groups?
- The toughest job for a manager is selecting and managing people. How can the management/leadership principles outlined by General Powell make city clerk's more effective as managers and leaders?

# THINGS TO DO

## 2014 SUMMER CONFERENCE: WORLD GOLF VILLAGE, ST. AUGUSTINE

**St. Augustine Visitors Information Center:** 904-825-1000, [www.ci.st-augustine.fl.us](http://www.ci.st-augustine.fl.us), 10 West Castillo Drive, 8:30 am to 5:30 pm; parking available at the Historic Downtown Parking Facility adjacent to the Center at a flat rate of \$10.00/day

**Complimentary Shuttle:** Complimentary for guest by Renaissance World Golf Village Resort. Inquire with hotel for route and schedule.

**Fort Matanzas National Monument:** [www.nps.gov/foma](http://www.nps.gov/foma), Complimentary to enter the park or take the ferry. Albeit not in St. Augustine proper, it's connection to St. Augustine was very important. Located at the southern tip of Anastasia (about a 15 minute drive from downtown St. Augustine), Fort Matanzas was constructed in 1740 to guard the southern entrance (Matanzas Inlet) to the Matanzas River. The Matanzas River was a "back door" entrance to St. Augustine. Getting to the Fort is fun too as you need to take a short Ferry ride across the river to the remote island.

**Mission of Nombre de Dios:** 904-824-2809, [www.missionandshrine.org](http://www.missionandshrine.org), Complimentary, but donations to assist with the upkeep of the museum are appreciated. This is where it all started. St. Augustine is home to the oldest Catholic Parish in the United States. The first mass was said to have taken place at the Mission of Nombre de Dios in 1565. The grounds are beautiful. It is a wonderful place to have a picnic and just unwind. The Mission of Nombre de Dios is located just north of old town... it's hard to miss, just look for the giant cross. The cross at the Mission of Nombre de Dios is over 208 feet tall!

**Memorial Presbyterian Church:** The Memorial Presbyterian Church was constructed by Henry Flagler in memory of his daughter. The church is beautiful. Visitor's are welcome to visit the church during the day.

**San Sebastian Winery:** 904-826-1594, [www.sansebastianwinery.com](http://www.sansebastianwinery.com), Complimentary Tours and Wine Tasting run about every 20-25 minutes, lasting approximately 45 minutes in length and offered seven days a week, (except for major holidays). Monday - Saturday, 10 a.m. - 6 p.m. and Sunday, 11 a.m. - 6 p.m. No reservations are required except for groups of 25 and above. Last tours are offered at approximately 5:00 p.m.

**The St. Augustine Old Drugstore:** 904-824-2269, 31 Orange Street, Complimentary self-guided tour. The Authentic Old Drugstore takes you back to the early days when St. Augustine was but a Spanish hamlet. T.W. Speissegger, a pharmacist, bought the building from Gomaas descendant. In 1880 he moved the building to 46 1/2 Bay Street and then the moved it to 31 Orange Street during the fire of April 1887.

**Flagler College:** Originally constructed as the Ponce De Leon Hotel by Henry Flagler for wealthy visitors to St. Augustine on his railroad, the grounds and buildings are now home to Flagler College. Complimentary self-guided visits of the College are welcome to view the lobby of the main building and meander through the grounds. When you visit the lobby of the main building, look up. The ceilings are gilded in gold and adorned with beautiful murals. Please be aware that this is an active college and not considered a tourist attraction.

**Old Town Trolley Tours:** 904-829-3800, 167 San Marco Avenue, [www.historictours.com](http://www.historictours.com), includes stops at the Authentic Old Jail, Ripley's Believe It or Not, Castillo de San Marcos Stone Fort, Alligator Farm & Zoological Park, the Spanish Quarter, Family Fun Factory with Go-Karts)

## THINGS TO DO (CONTINUED)

**Adventure Landing:** 904-827-9400, [www.adventurelanding.com](http://www.adventurelanding.com). (They have Speedway Go-Karts, 18-hole miniature golf course, monster video and gaming arcade, batting cages, on-site food service and a themed snack bar.)

**Ghost Tours of St. Augustine:** 904-829-1122, [www.ghosttoursofstaugustine.com](http://www.ghosttoursofstaugustine.com)

**Premium Outlet Shopping Center:** 904-825-1555, 2700 State Road 16, [www.premiumoutlets.com](http://www.premiumoutlets.com)

**Prime Outlets at St. Augustine:** 904-826-1311, [www.staugoutlets.com](http://www.staugoutlets.com)

**The Mighty Pirate Ship Black Raven:** 877-578-5050, [www.blackravenadventures.com](http://www.blackravenadventures.com)

**The St. Augustine Lighthouse and Museum:** 904-829-0745, [www.staugustinelighthouse.com](http://www.staugustinelighthouse.com)

**The Whetstone Chocolate Factory Tour:** 904-217-0275, [www.whetstonechocolates.com](http://www.whetstonechocolates.com)





# REGISTRATION FORM – PAGE 1

## 2014 FACC Summer Conference & Academy | June 8-11

### Renaissance World Golf Village Resort | St. Augustine

Florida Association of City Clerks • P.O. Box 1757 • Tallahassee, FL 32302 • (850) 222-9684 • Fax (850) 222-3806

Return completed form with registration fees to: **FACC, P.O. Box 1757, Tallahassee, FL 32302** or email to ***mhowe@flicities.com***. Make checks payable to FACC. Please type or print information requested. Complete a separate form for each registrant. Advance registration will only be processed if full payment accompanies this form. If paying by credit card, only MasterCard and Visa will be accepted. This form is for conference registration only and not for hotel reservations.

**Please type or print clearly.**

Full Name: \_\_\_\_\_ First Name or Nickname: \_\_\_\_\_  
(As you wish it to appear on your badge.)

Title: \_\_\_\_\_ Affiliation: \_\_\_\_\_  
(City, County, Government or Company)

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ FACC District: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Current Certification (i.e. CMC/MMC): \_\_\_\_\_ First-Time Attendee?:  Yes  No

**Guest Information**

Spouse/Guest Full Name: \_\_\_\_\_ First Name or Nickname: \_\_\_\_\_  
(if attending)

Spouse/Guest Full Name: \_\_\_\_\_ First Name or Nickname: \_\_\_\_\_  
(if attending)

**Payment and class roster (next page) must accompany each registration.**

▶ **Use one registration form per registrant.**

Registration fees cover admission to all sessions, refreshment breaks, welcome reception and Monday’s business luncheon. Spouse/guest registration fees cover all of the above with the exception of Monday’s business luncheon. Pre-conference session requires an additional registration fee and pre-registration.

▶ **Special Needs**

If you are physically challenged and require special services, or if you have special dietary needs, please attach a written description to your advance registration form.

▶ **Cancellations**

Cancellations must be received and confirmed in writing by 5:00 p.m., May 23, 2014, in order to be eligible for a refund of the registration fees. All cancellations are charged an administration fee of \$25, which will be deducted from the refund. No refunds will be given after the May 23 deadline.



# REGISTRATION FORM – PAGE 2

## 2014 FACC Summer Conference & Academy | June 8-11

### Renaissance World Golf Village Resort | St. Augustine

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Registration Type	Quantity	By 5/2/14	After 5/3/14	Fee Paid
FACC Member	_____ @	\$ 300.00	\$ 350.00	= \$ _____
FACC Non-Member	_____ @	\$ 425.00	\$ 475.00	= \$ _____
Guest	_____ @	\$ 200.00	\$ 250.00	= \$ _____
<b>Other Fees</b>				
Pre-Conference Session: Athenian Dialogue	_____ @	\$ 100.00	\$ 115.00	= \$ _____
Pre-Conference Session: Train the Trainer	_____ @	\$ 100.00	\$ 115.00	= \$ _____
Extra Welcome Reception Ticket	_____ @	\$ 50.00	\$ 65.00	= \$ _____
<b>Total Amount Due</b>				<b>\$ _____</b>

### Payment Information

Check (payable to FACC)     
  Visa     
  MasterCard

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_ Card Holder's Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Program Schedule

Please indicate your preference of concurrent sessions by placing an "X" before the program title and indicate your attendance at the social functions.

#### Sunday, June 8

- 9:00 a.m. - 4:00 p.m.
- Pre-Conference Session: Athenian Leadership Society Dialogue  
*(Additional fee and pre-registration required)*
- Pre-Conference Session: Train the Trainer  
*(Additional fee and pre-registration required)*
- 4:30 p.m. - 5:00 p.m.
- First-Time Attendees' Orientation
- 6:30 p.m. - 8:00 p.m.
- Board Meeting  
*(Perimeter seating available for anyone who would like to sit and listen in.)*

#### Monday, June 9

- 7:30 a.m. - 8:15 a.m.
- District Meetings *(please indicate your district)*
- Northwest     Northeast
- Central West    Central East
- Southwest     Southeast

#### Monday, June 9 (continued)

- 8:30 a.m. - 9:00 a.m.
- Opening Ceremonies
- 9:00 a.m. - 10:00 a.m.
- Opening General Session/  
Keynote Presentation
- 10:00 a.m. - 12:00 p.m.
- Session: Show Them What You Got!
- 12:00 p.m. - 2:00 p.m.
- Luncheon and  
Annual Business Meeting
- 2:00 p.m. - 5:00 p.m.
- Session: City Clerks - Leading In a World of Chaos
- 5:30 p.m. - 6:30 p.m.
- President's Presentation and  
Welcome Reception

#### Tuesday, June 10

- 8:00 a.m. - 10:00 a.m.
- Session: Crucial Conversations
- 1:00 p.m. - 5:00 p.m.
- Session: How to Avoid Social Media Liability 2014

#### Wednesday, June 11

- 8:00 a.m. - 12:00 p.m.
- Closing General Session: Personal Defense and Workplace Safety
- 12:30 p.m. - 2:00 p.m.
- Board Meeting/Orientation for New Board Members and Committee Chairs  
*(Perimeter seating available for anyone who would like to sit and listen in.)*