



International Institute of Municipal Clerks

Region One Annual Meeting

& Pre/Post-Meeting Classes

March 6-8, 2022

The Publick House, 277 Main Street, Sturbridge, Ma 01566

Dear Fellow IIMC Region I Members,

We are so excited to be announcing our 2022 IIMC Region One Annual Meeting will be held in person March 6-8, 2022 at the Publick House in Sturbridge, Ma. This Historic Inn and Country Lodge has been a member of the Historic Hotels of American since 2018. Dating back to 1771, it was established on the eve of the American Revolution by Colonial Ebenezer Crafts. Craft referred to the Inn as '*The Publick House*' in recognition of the Inn's mission to service the people of Sturbridge. How fitting for Region One Clerks who make a living servicing residents needs, to have their annual meeting here.

****Make Your Room Reservation by calling the hotel directly at 508-347-3313****

The Annual Meeting offers you the opportunity to earn up to 8 points towards your CMC or MMC. For those of you who are working towards your CMC or MMC designation, the 8 points will go a long way in helping to reach that goal. Whether you are just starting out or have need of those last few points to reach the finish line, this year's pre and post meeting educational opportunities will fit the bill. The educational line up is amazing beginning Sunday, March 6th with our Athenian Dialogue and continuing Monday and Tuesday with exceptional classes sure to leave you wanting more!

Join us starting Sunday this year as we endeavored to keep your time out of the office as minimal as possible.

Sunday, March 6th: Start your time off with our Athenian Dialogue running from 10:00-5:00 pm. This year's book will be *Mission: Jimmy Steward and the Fight for Europe*, by Robert Matzen and facilitated by Susan Haag, Town Clerk/Tax Collector for the Town of Austerlitz, New York. Susan is currently serving her 3rd term as the NYS Town Clerks Association President and is a IIMC Region One Director. A Cocktail Reception will follow from 6:00-8:00 pm.

Monday, March 7th: The day begins with breakfast and NEACTC's Annual Meeting. Be sure not to miss the Annual IIMC Region One Meeting/Luncheon beginning at 11:30 am and running until 1:00 pm. Pre and post annual meeting educational sessions will be held featuring our guest lecturers, Cathleen D. Donahue and Alana Ledford. Both Cathleen and Alana are from Central Connecticut State University and will teach a series of class entitled, ***From Good to Great: Professional Communication Strategies for Daily Challenges***. Don't miss our Annual Banquet starting at 6:00 pm followed by our Tea Cup Raffle which proceeds help defray the cost of our Annual Meeting.

Tuesday, March 8th: Our last day together begins bright and early at 6:00 am with IIMC Region One Benefit Walk/Run and breakfast at 7:00 am. The morning ends with our last post-meeting education session.

We can't wait to see everyone in Sturbridge! Be sure to register early!

Best,

Sue and Ann

Susan Haag, RMC MMC
Town of Austerlitz Town Clerk/Tax Collector
518-392-3260 Ext 300
shaag@austerlitzny.com

Ann Quirk, CMMC MMC
Town of Barnstable Town Clerk
508-862-4044
Ann.Quirk@town.barnstable.ma.us



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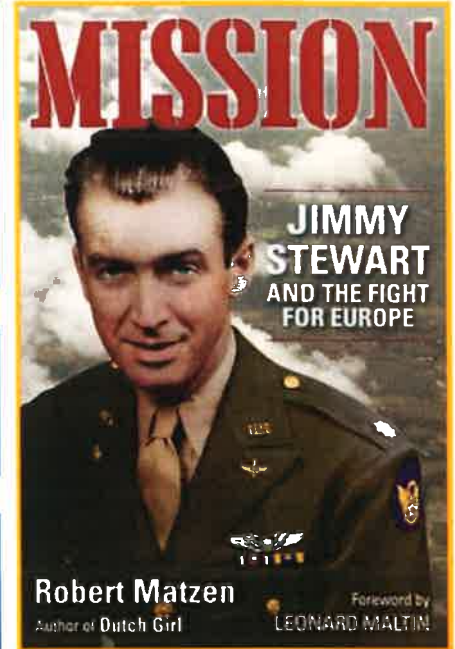
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Athenian Dialogue

Sunday, March 6, 2022

10:00 am—5:00 pm (Lunch Included)



Mission: Jimmy Stewart and the Fight for Europe

Written by Robert Matzen & Facilitated by Susan Haag RMC MMC

Join the IIMC Region One Municipal Clerks for an insightful and thought provoking dialogue looking to one of America's most beloved actors, Jimmy Stewart, seeing him like never before.



Book must be purchased and read ahead of time. **3 CMC or MMC points awarded** after completion of Dialogue Assessment which must be completed within 30 days. **Cost to participate is \$125.00 which includes lunch.**

When he left Hollywood in March 1941, Jimmy Stewart was America's boy next door movie star and a recent Academy Award winner. He left all that behind to join the United States Army Air Corps and fulfill his family mission to serve his country—only to face obstacle after obstacle from both Hollywood and Washington. Finally he made his way to the European Theater, where several near-death experiences and the loss of men under his command took away his youthful good looks. The war finally won, he returned home with millions of other veterans to face an uncertain future, suffering what we now know as PTSD. For the next half century, Stewart refused to discuss his combat experiences and took the story of his service to the grave.

Mission presents the first in-depth look at Stewart's life as a Squadron Commander in the skies over Germany, from takeoff to landing and every key moment in between. Matzen delves deep into Stewart's restless spirit, chronicling his family's legacy of war service, his rise to movie stardom, the many women in his life, and his struggles to fly and serve his country. Matzen paints a revealing picture of a man who defied bureaucratic and health obstacles to become a U.S. Army Air Force squadron commander. He depicts the excitement and horror of life in a bomber crew as Stewart commanded a series of missions over Germany. He also shows that, although considered a war hero, Stewart had difficulty getting reestablished as an actor until Frank Capra cast him in It's a Wonderful Life.

What emerges in Mission is the story of a Jimmy Stewart you never knew until now, a story more fantastic than any he brought to the screen.



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Schedule of Events

Sunday, March 6, 2022

- 10:00-5:00 pm **Pre-Meeting Athenian Dialogue** The Pineapple Room
Mission: *Jimmy Stewart and the Fight for Europe*, facilitated by Susan Haag,
RMC MMC IIMC Regional One Director
- 12:00-1:00 pm **Lunch** for Athenian Dialogue Participants The Pineapple Room
- 5:00-6:00 pm **Registration**
- 6:00-8:00 pm **Cocktail and Hors D'Oeuvres Reception** The Ballroom
-

Monday, March 7, 2022

- 7:00-8:00 am **Breakfast** The Pineapple Room
- 7:00-8:00 am **NEACTC Breakfast Meeting** The Pineapple Room
- 8:00-4:00 pm **Spend Time with our Sponsors** The Barn
Make sure to say hello to our Sponsors
- 8:00-9:00 am **Registration**
- 8:30-11:30 am **Pre-Meeting Education Session** Paige Hall
See Education Overview for Details
- 10:15-10:30 am **Break**
- 11:30-1:00 pm **IIMC Region One Annual Meeting** Paige Hall
- 1:00-5:00 pm **Post-Meeting Education Session** Paige Hall
Class Description
- 2:30-2:45 pm **Break**
- 6:00-9:00 pm **Banquet, Tea Cup Raffle** Paige Hall
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Tuesday, March 8, 2022

- 6:00-7:00 am **Region One Walk/Run** Hotel Lobby
Proceeds Benefit Region One
- 7:00-8:00 am **Breakfast** The Pineapple Room
- 8:30-12:00 pm **Post Meeting Education Session** Paige Hall
See Education Overview for Details
- 10:15-10:30 am **Break**



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From Good to Great: Professional Communication Strategies for Daily Challenges

Education Overview:

Through a series of interactive, hands-on working sessions in both large and smaller groups, we will share the fundamentals of best practices in professional communication. Participants will have the opportunity to experiment with new skills and strategies using case studies, simulations, and best practice examples. We will guide learners to build a communication “toolbox” they can adopt and implement to develop and deliver highly effective, impactful communication.

Strategic Communications 101: What can we learn from the best of the best communicators? The starting point for impactful strategic communications.

Session 1: March 7th, 8:30-11:30 AM

What defines an effective and strategic communication campaign? What traits do the world’s most effective communicators share? This session will introduce communication theories and models to strengthen the impact of your intended message for both internal and external audiences. We will explore how and why you can use audience knowledge, principles of persuasion and organizational planning to develop your message.

Strategic Communications 102: Define and Deliver a Powerful Professional Voice

Session 2: March 7th, 1-5 PM

Your personal brand shapes how others see you and how others value your professional voice. This session will explore how to manage and communicate a high-quality personal brand in your communication strategies. We will review concepts including credibility, professionalism, and impression management. Within these topics we will apply practical skills within community engagement, advocating for yourself and digital touchpoints.

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Strategic Communications 103: Powerful Communication Skills

Session 3: March 8th, 8:30-Noon

Through real world scenarios, this session will explore specific strategies to deliver an effective message. We will examine elements of dynamic presentations, strong written communication and effective digital communication. We will also explore how communication is evolving and how you can prepare a powerful message for any channel or platform.

Instructors:

[Cathleen \(Cathy\) D. Donahue](#) is a communications strategist and educator. She has partnered with over 500 organizations to grow their strength and viability through strategic planning, marketing, and communications. Cathy is a champion of coaching leaders to build strong personal and professional brands. A veteran presenter, she frequently speaks on strategic marketing and communications, planning, leadership development, and sustainability.

Cathy serves an adjunct faculty member in the School of Business Marketing Department at Central Connecticut State University (CT) where she teaches managerial communication. She serves as a member of the University's Center for Teaching & Innovation Board of Advisors. She is also a member of the International Association of Business Communications.

Cathy holds a master's degree in Organizational Development and Leadership from St Joseph's University (PA) and a bachelor's degree from the College of the Holy Cross (MA). A resident of New Milford, CT, she is an active volunteer for the Candlewood Lake Authority promoting responsible stewardship of the largest lake in the State of Connecticut.

[Alana Ledford](#) is a grant writer, business communications analyst and educator. She teaches managerial communication as adjunct faculty in the School of Business Marketing Department at Central Connecticut State University (CT) and social media strategy in the School of Communication, Media and the Arts at Sacred Heart University (CT). Previously she held positions in sports marketing and account management at companies including adidas America, Zappos and Timex.

Alana graduated with honors earning dual degrees in Mass Communications and English Literature from the University of California Los Angeles (UCLA). She completed her master's in Integrated Communication at the University of Hartford. She holds certification in Online Teaching through the Quality Matters, a global organization leading quality assurance in online and innovative digital teaching and learning environments. With an appreciation for the outdoors, she serves on the board of a local nonprofit which focuses on environmental conservation and education.



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REGISTRATION FORM

CHOOSE ONE

Region 1 Annual Meeting FULL PACKAGE <u>with</u> Athenian Dialogue March 6-8, 2022 (\$275.00) \$
<i>Includes Athenian Dialogue with lunch, Sunday Cocktail Reception, Monday Breakfast, Lunch and Banquet, Region One Annual Meeting, Tuesday Breakfast and 8.5 Education Points if Athenian Dialogue Assessment is completed.</i>

OR

Region 1 Annual Meeting FULL PACKAGE <u>without</u> Athenian Dialogue March 6-8, 2022 (\$175.00) \$
<i>Includes Sunday Cocktail Reception, Monday Breakfast, Lunch and Banquet, Region One Annual Meeting, Tuesday Breakfast and 5.5 Education Points.</i>

Region 1 Annual Meeting Sunday Athenian Dialogue and Monday March 6-7, 2022 (\$235.00) \$
<i>Includes Athenian Dialogue with lunch, Sunday Cocktail Reception, Monday Breakfast, Lunch and Banquet, Region One Annual Meeting, 6.5 Education Points</i>

Region 1 Annual Meeting Monday Only March 7, 2022 (\$75.00) \$
<i>Includes Monday Lunch and Banquet, Region One Annual Meeting, 3.5 Education Points</i>

Region 1 Annual Meeting Monday and Tuesday March 7-8, 2022 (\$100.00) \$
<i>Includes Monday Lunch and Banquet, Region One Annual Meeting, Tuesday Breakfast 5.5 Education Points</i>

ADD ON

Region 1 Annual Meeting Walk Run March 8, 2022 (30.00) \$

Total \$ _____

Name:	Title:
Email:	Work Phone:
Name/Nickname on Badge:	Cell Phone:

Make Check Payable to: **HMC Region One** and Mail to: Susan Haag, RMC MMC Town of Austerlitz, PO Box 238, Spencertown, New York 12165. Questions? Call 518-392-3260, Ext 300, shaag@austerlitzny.com

Reservations Due Date: February 18, 2022

****Make Your Room Reservation by Calling the Publick House Directly at 508-347-3313****