



OFFICIAL WORD

VOLUME 14, ISSUE 3

MARCH 2013

LINKS OF INTEREST:

- **Gladwell Government Services, Inc.**
<http://www.gladwellgov.org/>
- **GG-One Software**
<http://www.ggonesoftware.com/>
- **IntelliBridge Partners**
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President's Message

Work is ongoing for the Annual Conference in Long Beach. Don't forget to register and reserve your room before March 28th. After that time prices go up. The Committee, headed by First Vice President Nancy Lima, has been working hard to ensure that there is something for everyone. Professional Development Director Dawn Abrahamson and her team have a great line up of general sessions, along with a few breakout sessions. Our Trustees are working on the silent and live auctions so make sure you get your items to them. Our Wednesday night optional event will be a lot of fun, so don't forget to sign up for that. At our Wednesday Luncheon we will hear from the IIMC President, Region IX State Presidents, and our Institute Directors. On Thursday we will honor retired Clerks, new CMCs and MMCs at lunch. I always look forward to that Thursday lunch to reconnect with old friends and honor those who have worked so hard to achieve their CMC or MMC status. Also, don't forget to visit our vendors. Not only do they have the products we need and use, they support and sponsor many of our functions.

Speaking of the Conference and Banquet, don't forget to get your nominations in for City Clerk Awards of Distinction. Do you have a mentor who



Jamie Anderson, MMC
CCAC President

has helped you achieve certification goals? Are you, or do you work for a City Clerk who has completed a project you, or they, are particularly proud of? Are you or they active in the community and participate in special projects? Nominate them for an award. There is nothing wrong with nominating yourself to highlight something you are particularly proud of. Stick a bug in your Manager or Mayor's ear to send out nominations also. The deadline is Friday, March 8th, and I would like to receive a bunch of them. E-mail your nominations to me at town-clerk@yucca-valley.org.

Part of the responsibility of President is to represent the Association at the other Region IX States' annual conferences. I will be attending the Washington Municipal Clerk's Association Conference in Tacoma March 20-22, 2013. We always bring good ideas back from these conferences so I will be sharing those in my next newsletter. It has been such a great honor and learning experience representing California. Thank you to First Vice President Lima for attending conferences that I was unable to go to. I encourage all of you to get involved with the Association and run for positions at the State or Division level. I promise you will never regret it.



Randi Johl, JD, MMC
Legislative Director

Legislative Director's Report

League of California Cities Update

The League held its Board meeting on February 7-8, 2013 in Pasadena, home of League President Bill Bogard. In addition to routine items including legislative and litigation updates, the Board received an update and took action on the League's current strategic goals as follows:

1. Building Lasting Partnerships – The Board received an update on the variety of contacts made by League staff and the Board with the Governor's office, legislators in both houses and other local government groups. Recent activities included a reception for newly-elected legislators, webinar for city managers, and planned legislative events in the regional divisions.

2. Expanding Community and Economic Development Tools – The task force is continuing to work on this goal by (1) supporting SB 33 (Wolk) – Infrastructure Finance District Law, (2) proposing amendments to SB 1 (Steinberg) – Focused Redevelopment Placement Tool to include economically disadvantaged areas, (3) engaging in discussions for lower local vote thresholds and broader access of Proposition 39 funding and (4) supporting California's new markets tax credit.

3. Continuing Pension Reform – Staff indicated that based upon a meeting with the Governor's office, continued pension reform efforts by the Governor are unlikely and that his focus is elsewhere this year. CalPers is continuing to work on the implementing regulations for AB 340 provisions. Cleanup legislation for AB 340 is being introduced for technical, non-substantive changes and additional substantive reform from by the Legislature is unlikely this year. The City Manager's OPEB Task Force is developing an OPEB 101 document and conducting a statewide survey to determine what cities' OPEB liabilities are and what approaches are available to fund those liabilities.

4. Implementing an Effective Branding Strategy – After a robust discussion, the Board determined that the League has an existing brand which is commonly recognized by city and state officials and peer

statewide associations. It was also noted that the League brand is less recognized by the public at large. The League Board voted to increase and strengthen marketing efforts of the League's existing brand with the membership and others as necessary without additional funds at this time. Potential ideas included conducting a membership satisfaction survey which was last done in 2007 and creating a quick-reference motto for placement on League communications.

One additional item of noteworthiness is the Board's discussion regarding immigration reform. The National League of Cities (NLC) recently adopted Resolution No. 2013-20 calling on Congress to enact comprehensive immigration reform and implement related immigration laws. The resolution sets forth a variety of specific facts and policy suggestions. A majority of the Board voted to create a Task Force to review the NLC resolution for applicability to California with respect to the underlying policies and make recommendations regarding the same.

The next Board meeting will be April 24-25, 2013 in Sacramento in conjunction with Legislative Action Days. The next Administrative Services Policy Committee will be on April 5, 2013 in Pasadena.

CCAC Sponsored Legislation

The last day to submit bill proposals to the Legislature was February 22, 2013. It is quite an undertaking to shop for authors when proposed legislation is deemed to be substantive instead of technical or clean-up. Fortunately, we were able to get our foot in the door at the last minute with AB 1316 (Harkey), a CCAC sponsored bill that establishes a process to distinguish between two candidates with the same name on the ballot. The real life situation arose out of San Clemente in Southern California. While such a process already exists for State races, it does not exist for local elections. The proposed legislation mimics the State process. Assembly Member Diane Harkey represents San Clemente

(Continued on page 3)

Region IX Director's Update

ATLANTIC CITY CONFERENCE – GETTING THERE

The IIMC Annual Conference for 2013 will be in Atlantic City, New Jersey May 19-23. The Preliminary Program can be found on the IIMC Website and you should have received a hard copy in the mail. For those of you working on your travel arrangements, Kristie and I offer the following helpful information:

Spirit Airlines flies directly into Atlantic City from several cities, including Los Angeles. Another option to research would be flying into the Philadelphia Airport, which is the next closest airport. Once in Philadelphia, you can take the Tropiano Airport Shuttle from the airport to Atlantic City. One-way prices are \$55 for one person, \$50 per person for groups. Contact can be made at 800-559-2040 or <http://www.tropianotransportation.com/shuttle>.

Another less expensive option is by train (\$17 one way). From the Philadelphia Airport, take the SEPTA Regional Rail Line (entrance on pedestrian bridges and commercial roadway) \$7.00 one way to the 30th Street Station (Amtrak). New Jersey Transit's Atlantic City line runs from the 30th Street Station to Atlantic City. The fare is \$10. Click [here](#) for a schedule. Once at the Atlantic City Train terminal, there are free shuttles to all hotels. The return shuttle is also free.

Delegates should ask the shuttle driver and/or the hotel front desk for pickup times and waiting area. There are two websites that may be helpful: <http://atlanticcitynj.com/visit/Transportation.aspx> and <http://www.tripadvisor.com/Travel-g60795c122798/Philadelphia:Pennsylvania:How.To.Get.To.Atlantic.City.From.Philly.html>

The Academy Sessions and Preliminary Program set the stage for a great learning opportunity and are in keeping with this year's conference theme, "Lighting the Way Through Education." We hope to see you there!

Joann Tilton, MMC
jtilton@ci.manteca.ca.us

Kristie Smithers, MMC
ksmithers@ci.wasilla.ak.us



Joann Tilton, MMC
Region IX Director

Legislative Director's Report Cont.

as a part of her district. The Legislative Committee is in the process of reviewing all the bills for direct or indirect application to the city clerks. A list of relevant bills and their status will be provided in the next Official Word.

Fair Political Practices Commission Update

The FPPC held its Commission meeting February 28, 2013. The agenda was uneventful and the meeting was short. One item of note is that FPPC attempted to use a webinar format for its meeting so that interested persons could participate remotely. Unfortunately, there were

some audio difficulties. They are hopeful the audio challenges will be addressed prior to the next Commission meeting on March 22, 2013.

IIMC Update

The first inaugural issue of *Federal Watch* was released this month and electronically delivered to all IIMC members. *Federal Watch* is an annual legislative newsletter designed by and for IIMC members to enhance awareness of legislative matters that affect the Municipal Clerk profession. The current issue can be found on IIMC's website at www.iimc.com.



Rebekah Barr, MMC
2nd Vice President

Answers to FAQs About Membership

2013 is flying by it seems and the deadline to renew your CCAC membership has come and gone. It is exciting to be able to tell you that we are at almost 90% of our final membership numbers for 2012. During this renewal, I have been asked several questions about renewal and CCAC membership. Below are answers to some of those questions.

The membership cycle runs on a calendar year from January 1 to December 31st. If an individual, pays their membership in another month it does not start from that date for a twelve month period. For example, "Sally" is hired as the City Clerk for City, USA on July 14, 2013 and pays her membership dues. For that year her membership payment would cover from July 14, 2013 to December 31, 2013; not July 14, 2013 to

July 13, 2014. Unfortunately, we do not have the means to pro-rate the membership.

The City Clerk in your City will automatically be named as the Primary Member. Deputy City Clerks, Assistant City Clerks, Records Clerks, Administrative Assistants etc. are Associate Members. However, that being said, any of these Clerks would be eligible for Primary Membership on the basis of one Primary Member per City upon payment of the annual dues, providing that the City designate by name and/or position it's Primary Member. If the City did not make this designation, the City Clerk would be the Primary Member.

If you are a member of a field directly related to municipal government, (i.e. Special Districts, Joint Powers Authori-

(Continued on page 5)

2013 CCAC Annual Conference

Be the Change You Want to See!

Don't delay – Register now at

<http://www.regonline.com/CCAC2013LONGBEACH>

(Early Bird Registration deadline is March 28, 2013)

April 24 – 26, 2013 CCAC Annual Conference

April 23, 2013 CCAC Advanced Academy

Hilton Long Beach and Executive Meeting Center
in Long Beach, California



PLUS, you will have an opportunity to donate your "gently" used clothing at the Conference!!

Don't miss out on an exciting and amazing opportunity to:

- Learn and Grow in Knowledge
- Network with Colleagues and Instructors
- Connect with Old and New Friends
- Be Engaged
- Earn Certification Points
- Volunteer and Serve

CCAC is partnering with City of Long Beach Homeless Services Division to support this cause! Donation drop off boxes will be available at the registration table.

Annual Conference Scholarship Update

Please join me in congratulating these three as the recipients of the CCAC Annual Conference Scholarship Award!

Sandra Benetti, Los Banos - Central division
 Anthony Mejia, Pomona - Southern division
 Linda Jensen, Fortuna - Northern division

ANOTHER SCHOLARSHIP OPPORTUNITY

In addition to the CCAC Annual Scholarship Awards for the Annual Conference, KOFIE Preservation has offered an additional scholarship. They are a private and experienced conservation company specializing in historical public records and will be a vendor at the conference.

The details of the scholarship are:

- Up to \$500 for conference registration, hotel and transportation
- Payment upon presentation of receipts after conference
- Direct payment from vendor to awardee via check
- Must be current member
- Drawing is random
-

The deadline for submittal is Friday, March 22nd. The selection will be made and announced by March 24th – one month prior to the conference! Please send an email to Shirley Concolino, sconcolino@cityofsacramento.org to express your interest. Please state in the subject: **KOFIE Scholarship**.



Shirley Concolino, MMC
 Immediate Past President

Answers to FAQs About Membership Cont.

ties, and any Other County or State Government Agency) you are an Associate member but will enroll for membership under the Governmental Agencies category.

Membership Directory Update forms should be completed and submitted whenever there is a change. If someone who is a member of CCAC leaves, is promoted, changes departments – please let us know.

Another question I was asked is why should an individual join CCAC as a member when

they can attend the educational sessions, such as Nuts & Bolts and just pay a slightly higher rate. Well, membership in CCAC, is very beneficial and rewarding. Some of the benefits include educational opportunities, Listserv access, discounts for conferences, legislation updates, and the invaluable networking with fellow City Clerks.

If you have other questions, please contact me directly at (707) 647-4352 or rbarr@cityofamericancanyon.org.

Something New at the Conference

CCAC is taking a page from our sister organizations in IIMC Region IX. Giving back to our host community! Oregon, Alaska and Washington all do some sort of drive to assist those in need within the host community. We have worked with the City of Long Beach and they have asked that we bring clean, gently used clothing for a clothing drive.

Long Beach's Multi-Service Center (MSC) provides a centralized location for indi-

viduals who are homeless to receive case management, counseling, support services, and referrals for housing. There are twelve non-profit agencies co-located at the MSC in addition to Health Department staff. Monthly, the MSC provides services to an average of 1,800 homeless adults and children in Long Beach.

So please take a few minutes to go through your closets, including your children's, and pull a couple of items for donation. There will be donation boxes at conference registration.



Silent Auction Items Needed

Show your support for the CCAC Education Scholarship Fund.

Did you receive a wonderful gift, but don't have a use for it? Do you paint, craft, or make jewelry? Have extra tickets to an event? Are you thinking, "I'd like to donate!"? If so, then you have a Silent Auction item! No item is too large or small! Whether a trinket, gift basket, or gift card, we welcome ALL items!

The Silent Auction will be held during the 2013 CCAC Annual Conference, April 24-26, 2013 at the Hilton Long Beach Executive Meeting Center. Not attending or unable to carry an item to the conference? Ship the item to your designated Division Trustee and they will get it to the Silent Auction for you. See page 12 for additional information.

Hawaii Anyone?

Once again American Legal Publishing has donated a trip for two including airfare and a week's hotel stay on Waikiki Beach! All proceeds benefit IIMC Education Programs.

Using MCEF to plan for scholarships and education programs in our States in perpetuity is a gift to future municipal clerks. California has two endowments through MCEF and scholarships are awarded periodically. I urge other associations to consider creating an endowment. Setting up a "Restricted Endowment" ensures that earnings provide scholarships and educa-

tional opportunities for the association where the revenue was generated. MCEF does the investing for you.

So, print out that Hawaii raffle flyer on page 13 for your chance to win a week-long vacation for two! Do it today! You could be the lucky winner! Get in on the fun!

If you would like more information on MCEF, such as its structure and benefits for IIMC members contact Colleen Nicol cnicol@riversideca.gov or (951) 826-5557.

Upcoming CCCCCA Meeting

Hop, skip or jump into your car and bountiful bouquets of knowledge await you in Manteca. What an appropriate way to celebrate a new Spring day by joining the cities of Stockton and Manteca as they co-host the education training "GROW". Join us Thursday, March 21, 2013 for the seminar at the Bass Pro Outlet, which is centrally located off Highway 120 at 1356 Bass Pro Drive in Manteca. Bring your wheelbarrow and we guarantee no one will leave empty. The trainer/speaker, Rex Osborn of MoreThanTalk, will fill it with tech-

niques on how to be an awesome leader and give you new tools to help you develop in your job. The program should be dynamic and it promises to be a great time. Come strengthen bonds with wonderful friends and cultivate and expand your circle of friends, creating new networking opportunities in your garden. If time allows for some R&R, you can also do some shopping on the way out.

Don't delay! Email your RSVP today to Jana Sousa, City of Los Banos, as noted on the attached notice on page 14.

Athenian Dialogue - After the Conference

We're very excited to announce that there is a wonderful opportunity for you to extend the learning from the CCAC annual conference

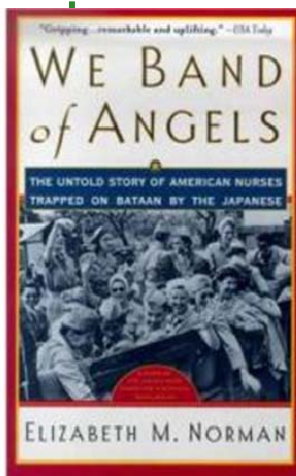
and attend on **Saturday, April 27, 2013**, at the Long Beach Hilton Hotel (same hotel as the conference) an Athenian Dialogue on the book "**We Band of Angels**" facilitated by the amazing **Mary Lynne Stratta** – previous IIMC President and Athenian Fellow.

Mary Lynne is flying in from Texas just to lead this Dialogue for us. She has led many Dialogues, including

one for the IIMC board on this book just this past year. The reviews from participants from that session are that it was "an amazing experience of deep insight into the evolution of leaders in trying circumstances."

So if you have ever wanted to try a Dialogue, this is a great opportunity to earn 2 points while reading an absolutely fascinating book of incredible courageous leadership and then get to delve more deeply into the story with your fellow clerks under the tutelage of the amazing Mary Lynne Stratta.

The registration form is on page 15. Please call or email Patrice Olds with any questions at (650) 522-7042 or polds@cityofsanmateo.org.



Newly Designated

Congratulations to the following IIMC Members for achieving their designations!

Certified Municipal Clerk:

o Amy Lind, CMC, City of Auburn

Master Municipal Clerk:

o Cynthia M. Rodriguez, MMC, City of San Buenaventura





ARMA Mt. Diablo City Clerk Workshop

City Clerks Workshop - There will be no charge to attend this presentation but attendees are required to register at www.armamtdiablo.org.

March 14, 2013 at Walnut Creek City Hall, 1666 N. Main Street (Council Chamber)
8:30 AM Registration & Networking
9:00 AM to 1:00 PM Program

The ARMA Mt Diablo Chapter is sponsoring this seminar program which is directed to the Records and Information Management needs of public sector employees. We have applied to IIMC to grant educational credits to those attending this program.

The Foundation: Document and Data Management in an eWorld

Scott Murchison, CRM, Certified Records Manager and SVP, Information Governance Services for Kaizen *InfoSource*

The use of the internet, Twitter and email by public officials and government have caused an explosion of official records in electronic form in recent years. As the front line in a new era of managing documents, records and data in an electronic world, City Clerks are expected to understand the complex issues around creating, saving, storing, accessing, securing and disposing of electronic content. It can be a daunting task if you don't know what the issues are, what to expect and what you can do about it.

In this session, you will learn about the new environment of managing and accessing public records and content in electronic form, how to establish policies and procedures to handle this Wild West, and what tools and techniques are available to assist you in serving the public good...and getting your job done quickly, efficiently and inexpensively. Takeaways include:

1. Understanding the Issues in an eWorld
2. Developing a framework for information management
3. Implementing Policies and Procedures
4. Steps You Can Take Today to Get Started

How to Communicate with IT

Norm Weiner, Partner and SVP Technology Services for Kaizen *InfoSource*

Effective inter-departmental communication within an organization is essential to operate with efficiency, within budgetary limits, and to achieve strategic short and long-term goals required for success. IT is an enabling service that often exists "shrouded in darkness" or behind an "operational veil" which insulates IT from discourse with those on the "front lines." That communication with IT is a subject for discussion highlights that there are inherent problems communicating with IT across industries and governmental agencies. Take-aways include:

1. Learn what IT's focus in an organization should be, and how to be included in that focus.
2. Learn what IT services City Clerks should expect, and how to receive them.
3. Learn how to communicate with IT to ensure the business and technical requirements of the City Clerks' operations are understood and met by IT.
4. Learn why underlying IT strategic goals and tactical requirements can be a cause of difficulty communicating with IT, and how to overcome them.
5. Learn how new take advantage of new technologies that enter the mainstream, and how they may impact IT and the City Clerks
6. BYOD, Bring You Own Device, the proliferation of data enabled Smartphone's, tablets and "phablets" for use by City Clerks and their impact on IT operations.
7. Learn what challenges to expect in the future.

NCCCA Scholarship Update

Congratulations to the following:

One \$150 award for January 2013

NCCCA Division Meeting

Mary Gourley, City of Sebastopol

Two \$400 awards for February/ March 2013 Nuts & Bolts

David Concepcion, City of Pacific Grove

Carrie Willis, City of Rohnert Park

Upcoming Opportunities

Two \$1,000 scholarships available:

CCAC Annual Conference

April 24-26, 2013, in Long Beach

Application deadline is March 22, 2013

Click [here](#) to download the application form from the CCAC website.

Athenian Dialogue — Unbroken

Come to the NCCCA Meeting in Santa Rosa on March 29th, stay for the Athenian Dialogue on Saturday, March 30th.

We will be discussing Laura Hillenbrand's *Unbroken - A World War II Story of Survival*. The Athenian Dialogue will be led by Adjunct Professor Cynthia M. Ganote, PhD, Department of Sociology, Saint Mary's College of California.

Please see registration form on page 20 for details.

Upcoming SCCCA Meeting

Please join us in the City of Ontario on Thursday, March 21st, to learn more about Customer Service and how Municipal Clerks are adapting to a service mindset over the decades-old bureaucratic model. This seminar will provide a humorous approach to Customer Service, Using Bob Farrell's "Give 'em the pickle" principles of customer service (service, attitude, consistency and teamwork). Attendees will gain knowledge in understanding the importance of serving your customers' needs, recognizing the significance of a positive attitude as it relates to achieving excellent customer service;

understanding the value of consistency in fulfilling your customers' expectations; recognizing the critical nature of teamwork for attaining excellent customer service and motivating employees to improve their customer service skills. This will be a fun, interactive presentation as we all learn to just "Give 'em the pickle".

Our presenter is Ontario's own Eva Buice, CMC. You don't want to miss this one!

The registration form is available on pages 21-25. See you in Ontario!

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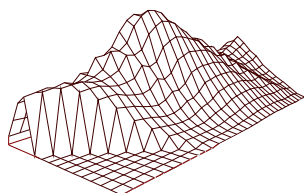
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916.642.7116
skropf@intellibridgepartners.com

Southern California
Mindy Jacobs
949.296.4315
mjacobs@intellibridgepartners.com

www.IntelliBridgePartners.com



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Redistricting Services for Local Governments

Whether council members are elected at-large or by district, you, your city manager, and the council need to be aware of how 2010 Census results may affect your city and what state and federal laws pertain to redistricting.

- Cities that elect council members by district may need to redraw boundaries to equalize populations.
- Cities with at-large election systems may face challenges under the California Voting Rights Act.

We can help you: We evaluate current boundaries to see if they are in compliance; if they are not, we assist with the development of a new districting plan or plans, including maps and supporting data, and consultation with the county registrar of voters office regarding implementation of the adopted plan. We also help cities with the transition from election at-large to election by district.

Berkeley Office
Shelley Lapkoff
510-540-6424
Lapkoff@Demographers.com

Saratoga Office
Jeanne Gobalet
408-725-8164
Gobalet@Demographers.com



SILENT AUCTION—APRIL 2013

Proceeds assist the CCAC Scholarship Fund

Please complete a separate form for
EACH ITEM donated
and mail, fax, or email to:

Lori Martin, MMC, City Clerk
 City of Waterford
 101 E Street / PO Box 199
 Waterford, CA 95386
 cityclerk@cityofwaterford.org
 PH: 209.874.2328 ext. 109
 FX: 209.874.9656

Item: _____

Description: _____

Estimated Value: \$ _____

Donated By: _____

Donor Mailing Address: _____

Your Name (if not the Donor): _____

Your Phone: _____ Your Email: _____

DELIVERY METHOD:

- ☐ I will bring the item(s) to the conference.
- ☐ I will ship the item(s) by **Monday, April 1, 2013** to:

☐ Northern Division Trustee
 Margaret Roberts, MMC, City Clerk
 City of Menlo Park
 701 Laurel Street
 Menlo Park, CA 94026
 mroberts@menlopark.org

☐ Central Division Trustee
 Lori Martin, MMC, City Clerk
 City of Waterford
 101 E Street / PO Box 199
 Waterford, CA 95386
 cityclerk@cityofwaterford.org

☐ Southern Division Trustee
 Susan Ramos, MMC, City Clerk
 City of Aliso Viejo
 12 Journey
 Aliso Viejo, CA 92656
 sramos@cityofalisoviejo.com

Thank You for your generous contribution!



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Proceeds benefit IIMC Education Programs

Hawai'i Raffle

A special project of
IIMC President Brenda Cirtin
&
Immediate Past President
Colleen Nicol



2011 Winner Amanda Charles, Wasilla, AK

\$5 EACH OR 5 FOR \$20

Name _____ \$ _____

Phone _____ Email _____

City _____ State/Province/Country _____

Return flier and check payable to MCEF to:
MCEF Treasurer, 410 Washington Street, Iowa City, IA 52240

Winner drawn at IIMC Annual Conference in Atlantic City, NJ

May 23, 2013

Winner need not be present to win

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WHAT: Central Division Meeting Hosted by the City of Stockton & City of Manteca

Sponsored by:
Quality Code Publishing
qcpinfo@qcode.us



WHEN: Thursday, March 21, 2013
9:00 AM to 2:00 PM – Program / Lunch / General Membership Meeting

COST: \$20.00

WHERE: Bass Pro Shop – 1356 Bass Pro Drive, Manteca, CA 95337

PROGRAM: 9:00 AM – 12:30 PM
“**GROWing as a Leader: Is It a Risk You Are Willing To Take?**”
Program Presenter: Rex Osborn, More Than Talk
Approved for: **.75 points CMC / MMC**

What would you attempt to do if you knew you couldn't fail? As human beings and leaders, our survival depends on our ability to adapt, grow, and transform ourselves and our municipalities to meet the ever-changing demands of the communities we serve. Being willing to develop and grow is a risk – it requires self-reflection, a willingness to challenge yourself, your worldviews, and challenge others. It means not accepting the status quo. For effective leaders, such growth and risk is not an option – it is a requirement. In this session, we will explore and build skills in the basic elements that are critical to deepening our courage to act, growing as leaders, and turning visions into realities. We will deepen our understanding of what it means as a leader to “Gain Knowledge”, “Reach Out”, “Look Outward” and obtain “Wisdom” - thus “GROW”. We will explore what each of these components means, gain insight into our own Leadership Point of View, how that manifests as leadership behavior, and gain skills in articulating and demonstrating it to others. We will also look at how our Leadership Point of View aligns with our core personal values and the values of our municipalities and its culture, and create plans for GROWing ourselves and others in our municipalities and lives.

LUNCH: Assorted sandwiches, chips, soda

RSVP: By Monday, March 18, 2013
Attn: Jana Sousa, City of Los Banos
Phone: (209) 827-7000 ext. 124 – Fax: (209) 209-7010
e-mail: jana.sousa@losbanos.org

_____ I will _____ will not attend the meeting

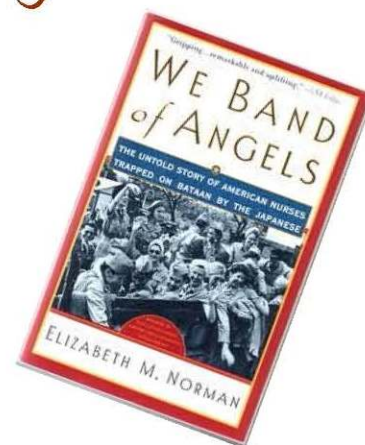
_____	_____	_____
Name	City	Email

_____	_____	_____
Name	City	Email

**PLEASE DON'T FORGET TO BRING A GIFT FOR OUR EDUCATION FUND RAFFLE,
IT'S FUN & SERVES A GREAT PURPOSE!**

You are invited to an Athenian Dialogue

- For:** Elizabeth M. Norman's ***We Band of Angels***
- Led by:** Mary Lynne Stratta, TRMC, MMC
IIMC Past President and Athenian Fellow
- When:** Saturday – April 27, 2013
9:00 am to 4:00 pm
(the day after the CCAC conference)
- Where:** Hilton Long Beach and Executive Meeting Center
701 W Ocean Blvd Long Beach, CA 90831
Hotel Phone: (562) 983-3400
- Cost:** \$100 (Does not include book purchase. Lunch included.)
- Points:** 2 CMC Education Points; or 2 MMC Advanced Education Points
with the satisfactory, timely completion of a learning assessment.
- Register:** Complete the registration form below and
mail with a check payable to CCAC to:
- Patrice Olds, MMC
CCAC Treasurer
City of San Mateo
330 W. 20th Avenue
San Mateo, CA 94403
Questions? Call Patrice (650) 522-7042



Registration deadline is Friday, April 5, 2013. The Dialogue is limited to 30 attendees.

✂ _____

Name _____

Agency _____

Mailing Address _____

Phone () _____

E-Mail _____

~ Please read more about this book on the next page ~



**Northern California City Clerks Association (NCCCA)
Division/Business Meeting**

**Friday, March 29, 2013 – 9:00 AM to 4:30 PM
City of Santa Rosa**

**Join Us for a Special Full Day FREE Session
One Day – Two Sessions – No Cost to Northern Division Members**

**PREPARING FOR COLLABORATIVE LEADERSHIP
AND
CITY CLERK RESPONSIBILITIES IN REGARDS TO PROP 218**

HOST/	City of Santa Rosa, Terri Griffin, CMC, City Clerk
LOCATION:	Santa Rosa City Hall, Utilities Field Operations Training Center 35 Stony Point Road, Santa Rosa
AGENDA:	
8:30 AM	Registration. Pastries, Fruit, Coffee, Tea and Juice will be provided
9 AM-12:00 PM	Program: Preparing for Collaborative Leadership Presenter: Jennifer Phillips, Santa Rosa Assistant Manager Points: This program has been approved by IIMC for <u>.75 CMC/MMC</u> Education point.
12:00-12:30 PM	Business Meeting
12:30-1:30 PM	Luncheon/Raffle
1:30-4:30 PM	Program: Prop 218 and the City Clerk's Responsibilities Presenter: David S. Warner, Meyers Nave Points: Points pending.

DEADLINE TO RSVP is Friday, March 22, 2013. Please note: *Per NCCCA Policy, cancellations after this date will be billed. Reservations made and not canceled by this deadline will be billed.

Due to limitation of 80 attendees if a Northern Division Member RSVP's for the free session and does not cancel by deadline and does not attend, they will be billed for the cost of lunch.

Contact Program Chair Mindy Cuppy at (916) 851-8721 or mcuppy@cityofranchocordova.org with any questions.

REGISTRATION FORM

**Preparing for Collaborative Leadership (9:00 AM-12:00 PM)
Prop 218 and the City Clerk's Responsibilities (1:30 PM-4:30 PM)**

Friday, March 29, 2013 – City of Santa Rosa

This special two-part, full day session is FREE to Northern Division members!

DEADLINE TO RSVP is Friday, March 22, 2013. Please note: *Per NCCCA Policy, cancellations after this date will be billed. Reservations made and not canceled by this deadline will be billed.

Mail this form with check made payable to NCCCA or fax/e-mail and bring cash or check with you to the meeting.

NCCCA Member:

- ☐ Attending Session 1 - Preparing for Collaborative Leadership
- ☐ Attending Lunch
- ☐ Attending Session 2 Prop 218 and the City Clerk's Responsibilities

Non NCCCA Member:

- ☐ Attending Session 1 - Preparing for Collaborative Leadership
- ☐ Attending Lunch
- ☐ Attending Session 2 Prop 218 and the City Clerk's Responsibilities
- ☐ Payment Enclosed ☐ I'll Pay at the Door (\$25 for 1 session, \$40 for lunch and both sessions)

Name: _____ Title: _____

City/Organization: _____ New City Clerk: _____ First Timer: _____

Email: _____ Would you like to carpool? Yes _____ No _____

Mail to: Michelle Radcliffe, CMC
Midpeninsula Regional Open Space District
330 Distel Circle
Los Altos, CA 94022
Fax: 650-691-0485
mradcliffe@openspace.org

Program Summary

Preparing for Collaborative Leadership

In today's unprecedented and challenging work environment, leadership skills are essential to successfully navigate and survive the demands of the "new normal." But to actually thrive during these challenging times, it's about collaborative leadership skills that give leaders the tools to pull people together to problem solve, make sound decisions, and prosper and grow in our rapidly changing and demanding work environments.

We will cover:

- Triangle of Success
- Key Leadership Skills
- Collaborative Leadership
- Leadership Derailers
- Ethical Leadership

During this dynamic and interactive workshop, attendees will learn about key leadership traits and characteristics as well as fundamental skills and benefits of collaborative leadership.

Jennifer Phillips is the Assistant City Manager for the City of Santa Rosa. She previously served as Special Projects Manager for the Orange County CEO and Department Director for the Community Resources Agency. Jennifer Phillips was also the Assistant City Manager for the City of Santa Monica.

Ms. Phillips is a leader in professional training and mentoring of emerging leaders in local government and serves as a guest lecturer on the subject. She currently serves as the Chair of Women Leading Government, a professional network of the California Chapter of the International Association of City/County Management, and is active in the leadership of Cal-ICMA. Ms. Phillips holds a Bachelor of Science Degree and a Master's of Public Administration from California State University, Long Beach and holds a certificate as an ethics trainer from the Josephson Institute of Ethics.

City Clerk Responsibility with Prop 218

More to come! David S. Warner, attorney with Meyers Nave will be sure to teach us all we need to know.

Partner Sponsor

NetFile, our Champion Sponsor, will be onsite to share their products!



Giving Back – Raffle/Fundraiser

Please bring a raffle item to donate. All raffle proceeds fund our education scholarships.

We will be collecting new or gently used jewelry to create a Jewelry Tree which will 'grow' over the next year to become the Northern Division contribution to the CCAC Annual Conference Auction.

Hotel Suggestions

Hyatt Vineyard Creek Hotel
170 Railroad Street
Santa Rosa, California, 95401
Phone: 707 284 1234

<http://vineyardcreek.hyatt.com/hyatt/hotels-vineyardcreek/index.jsp?icamp=vineyardcreekredirect>

Local government rate of \$110/night.

Mark Your Calendar – Upcoming Meeting Dates

June 21, 2013 in Mountain View
Visit to Google and Adobe Tips and Tricks

September 13, 2013 – Location and Topic TBD

You are invited to an Athenian Dialogue

Laura Hillenbrand's,

UNBROKEN

For:

A World War II Story of Survival

Led by Adjunct Prof. Cynthia M. Ganote, PhD

Department of Sociology

Saint Mary's College of California

When:

Saturday, March 30, 2013 9-4pm

Where:

Santa Rosa City Hall, Room 10

100 Santa Rosa Ave., Santa Rosa, CA

Hosted by: Deputy City Clerk, Stephanie Williams

Cost:

\$55.00 (does not include book or lunch)

Points:

2 CMC Education Points;

2 MMC Advanced Education Points

Register:

Complete the Registration form below and mail
with a check payable to NCCCA to:

Stephanie Williams

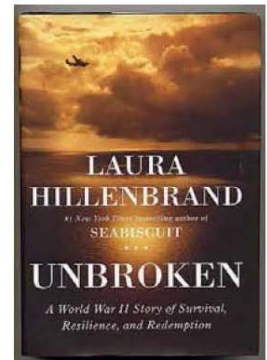
City of Santa Rosa Clerk's Office

100 Santa Rosa Avenue, Room 10

Santa Rosa CA 95404

707-543-3011

On a May afternoon in 1943, an Army Air Forces bomber crashed into the Pacific Ocean and disappeared, leaving only a spray of debris and a slick of oil, gasoline, and blood. Then, on the ocean surface, a face appeared. It was that of a young lieutenant, the plane's bombardier, who was struggling to a life raft and pulling himself aboard. So began one of the most extraordinary odysseys of the Second World War.



Registration deadline is Thursday, March 21, 2013. The Dialogue is limited to 15 attendees.



Name

Agency

Mailing Address

Phone#

eMail Address

Signature

Date



**SOUTHERN CALIFORNIA CITY CLERK'S ASSOCIATION
GENERAL MEMBERSHIP MEETING**

HOST CITY: CITY OF CAMARILLO

WHEN: THURSDAY, MARCH 21, 2013

WHERE: ONTARIO CONVENTION CENTER
2000 E CONVENTION CENTER WAY
ONTARIO, CA 91764

Contact: Vicki Kasad, Assistant City Clerk
(909) 395-2009

BOARD MEETING: 8:00 A.M. – 9:00 A.M.

REGISTRATION: 8:30 A.M. – 9:00 A.M. – Assorted Pastries, Juice, Tea and Coffee

PROGRAM: 9:00 A.M. – 12:15 P.M.

PROGRAM TITLE: *Distinction through Excellent Customer Service – The Ontario Approach to Public Service*
(Educational points of .75 point CMC/MMC approved)

GUEST SPEAKERS AND DESCRIPTION:

Using Bob Farrell's "Give 'em the pickle" principles of customer service (service, attitude, consistency and teamwork) attendees will gain knowledge in understanding the importance of serving your customers' needs, recognizing the significance of a positive attitude as it relates to achieving excellent customer service; understanding the value of consistency in fulfilling your customers' expectations; recognizing the critical nature of teamwork for attaining excellent customer service and motivating employees to improve their customer service skills. This will be a fun, interactive presentation as we all learn to just "Give 'em the pickle".

Eva Buice, Deputy City Clerk, City of Ontario, is a Certified Municipal Clerk who worked for many years in the medical field as a cardiovascular technician and had her own medical transcription business for over 15 years. She began working as a temp for the City Clerk's office for the City of Fullerton in September 2000 and six months later she was hired on full time as a Deputy City Clerk. Five years later she left Fullerton and began working for the City of Ontario where she is a Senior Records Specialist and the Deputy City Clerk. After raising her children, she returned to college where she earned her Bachelor's Degree in Business Administration in 2008 and her CMC designation a short time later. She has held many leadership roles in volunteer organizations and provided numerous motivational leadership trainings throughout the years. She is a Mentor for CCAC and is currently working hard on obtaining her MMC.

LUNCHEON/BUSINESS MEETING: 12:15 P.M. – 1:15 P.M.

Ontario House salad (ranch and balsamic dressing), rolls and butter, pan seared pesto chicken breast, roasted red potatoes and seasonal vegetables. Vegetarian Option: Penne pasta with vegetables and marinara sauce, roasted red potatoes and season vegetables. Chef's Choice Dessert

SCHOLARSHIP RAFFLE: 1:15 P.M. – 1:30 P.M.

Help support our educational scholarships by bringing a raffle prize.

SOUTHERN CALIFORNIA CITY CLERKS ASSOCIATION REGISTRATION FORM
January 25, 2013 – Camarillo Public Library

First Name	Last Name	Title	City/Agency/District
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Menu Choice: _____ Pesto Chicken _____ Vegetarian Penne Pasta

First Name	Last Name	Title	City/Agency/District
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Menu Choice: _____ Pesto Chicken _____ Vegetarian Penne Pasta

Please select from the following registration options:

- ☐ \$40 per participant for CCAC Members (Includes Breakfast, Lunch and Program)
☐ \$50 per participant for non-members (Includes Breakfast, Lunch and Program)

Please select one of the following payment options:

- ☐ Reserve by check or money order ☐ Pay at the door
 Amount Enclosed is \$ _____

Make checks payable to SCCCA

Mail to: Stephanie D. Smith, SCCCA Program Chair
 City of Lake Forest
 25550 Commercentre Drive
 Lake Forest, CA 92630

Office: (949) 461-3421
 Fax: (949) 461-3515
sdsmith@lakeforestca.gov

Reservations will be accepted through **Monday, March 18, 2013**. The last day to cancel and receive a refund is Monday, March 18, 2013. *Failure to cancel obligates payment to SCCCA.*

CHECK: New City Clerk []

First SCCCA Meeting []

Reminder:
Deadline to reserve for the meeting is March 18, 2013

We hope to see you there!

Please support our generous business partners, whose sponsorship allows us to keep costs at a minimum in this time of rising expenses.

A special thanks to our generous sponsors



Please support our educational efforts, by bringing a raffle prize. Even the smallest token can help fund ongoing education scholarships and increase membership development.

Directions, Parking, Hotel and Extra-curricular activities information can be found on the following pages. A terrific room rate of \$79 has been secured at the Radisson if you're coming early or want to stay an extra day and enjoy the Inland Empire sunshine and shopping.

PARKING: TELL THEM YOU ARE WITH CITY CLERKS ASSOCIATION - NO CHARGE FOR PARKING

DIRECTIONS:

<http://www.ontariocc.com/ontario/directions>

From Los Angeles:

Go East on Route 10
Exit Vineyard Avenue, turn right
Go to third light - Holt Blvd., turn left
Go to first light - Convention Center Parking
Follow appropriate signs

From Palm Springs:

Go West on Route 10
Exit Holt Blvd. to Convention Center on right hand side
Corner of Convention Center Way and Holt Blvd.
Follow appropriate signs

From San Diego:

Go North on Route 15
Go West on Route 10
Exit Holt Blvd. to Convention Center on right hand side
Corner of Convention Center Way and Holt Blvd.
Follow appropriate signs

From High Desert:

Go South on Route 15
Go West on Route 10
Exit Holt Blvd. to Convention Center on right hand side
Corner of Convention Center Way and Holt Blvd.
Follow appropriate signs

From Orange County:

Go North on Route 57
Go East on Route 10
Exit Vineyard Avenue, turn right
Go to third light - Holt Blvd., turn left
Go to first light - Convention Center Parking
Follow appropriate signs



2200 E Holt Blvd Ontario, CA 91761
(909) 975-5000

A block of rooms have been reserved at the Radisson, which is directly across the street from the Convention Center. We have secured a special room rate of \$79

To book reservation: Call 1-800-333-3333

or click the on line link below:

[City Clerk's Association of California, Southern Division](#)

(if the guests right clicks on the link to open it will route to your group reservation page)

Or on line:

www.radisson.com

choose city

dates of stay

on the right there is a box for promotional code, enter code **(CLERKS)**, search

All reservations are due by, **March 13, 2013**, to ensure the group rate.

2012/13 CCAC Board of Directors

Jamie Anderson, MMC, President, Yucca Valley, 760-369-7209, janderson@yucca-valley.org

Nanci Lima, MMC, First Vice-President, Chowchilla, 559-665-8615, nlima@ci.chowchilla.ca.us

Rebekah Barr, MMC, Second Vice-President, American Canyon, 707-647-4352, rbarr@cityofamericancanyon.org

Cynthia VanWormer, CMC, Recording Secretary, Fort Bragg, 707-961-2823, cvanwormer@fortbragg.com

Randi Johl, JD, MMC, Legislative Director, Lodi, 209-333-6702, rjohl@lodi.gov

Patrice Olds, MMC, Treasurer, San Mateo, 650-552-7042, polds@cityofsanmateo.org

Mitzi Ortiz, MMC, Communications Director, Lathrop, 209-941-7228, mortiz@ci.lathrop.ca.us

Dawn Abrahamson, MMC, Professional Development Director, Vallejo, 707-648-4528, dabrahamson@ci.vallejo.ca.us

Shawna Freels, MMC, Northern Division Professional Development Representative, Gilroy, 408-846-0204,
Shawna.Freels@ci.gilroy.ca.us

Dana Davidson, MMC, Central Division Professional Development Representative, Merced, 209-385-6231,
davidsond@cityofmerced.org

Poonam Davis, MMC, Southern Division Professional Development Representative, Long Beach, 562-570-7479,
Poonam.Davis@longbeach.gov

Margaret Roberts, MMC, Northern Division Trustee, Menlo Park, 650-330-6620, MRoberts@menlopark.org

Lori Martin, MMC, Central Division Trustee, Waterford, 209-874-2328 ext 109, cityclerk@cityofwaterford.org

Susan Ramos, MMC, Southern Division Trustee, Aliso Viejo, 949-425-2506, sramos@cityofalisoviejo.com

Marian Handa, CMC, Northern Division Chair, San Leandro, 510-577-3367, mhanda@ci.san-leandro.ca.us

Jose Jasso, CMC, Central Division Chair, Manteca, 209-456-8013, jjasso@ci.manteca.ca.us

Peggy Johns, MMC, Southern Division Chair, Laguna Hills, 949-707-2635, pjohns@ci.laguna-hills.ca.us

Shirley Concolino, MMC, Immediate Past President, Sacramento, 916-808-7200, sconcolino@cityofsacramento.org

Colleen Nicol, MMC, IIMC Past President, Riverside, 951-826-5557, cnicol@riversideca.gov

Kristi Smithers, MMC, Region IX Director, Wasilla, AK 907-373-9091, ksmithers@ci.wasilla.ak.us

Joann Tilton, MMC, Region IX Director, Manteca, 209-456-8017, jtilton@ci.manteca.ca.us

League Representative: Lorraine Okabe, Asst. Director, Education & Conferences, 916-658-8236, okabel@cacities.org