

**Alberta Municipal Clerks Association
2018 Fall Workshop**
Thursday, October 18, 2018
Nisku Inn & Conference Centre, Nisku, Alberta

Agenda

7:30 am – 8:30 am	Breakfast Buffet
8:20 am	Welcome and Introductions
8:30 am – 12 noon	Policy Drafting
Noon – 1:30	Lunch
1:30 pm – 4:30 pm	Building Your Personal Brand: Establish Your Professional Identity to Drive Change, Build Relationships and Get Things Done
4:30 pm	Conclusion

Breakfast, lunch and refreshments are included with registration

Session Descriptions

Policy Drafting

Speaker: **Gwendolyn Stewart-Palmer**
Partner
Shores Jardine LLP, *Edmonton, AB*

Time: 8:30 a.m. – 12:00 noon

Description: As an extension of her policy development session presented at the 2018 AMCA Annual Conference, Gwendolyn Stewart-Palmer will conduct an interactive workshop on policy drafting, including a brief review of policy development theory, drafting tips and tricks, and the opportunity to practice drafting both a council and an administrative policy. Please note that this session is open to



anyone regardless of whether they attended the policy development session at the AMCA Conference.

Bio: Gwendolyn Stewart-Palmer has been a partner in Shores Jardine LLP since 2007. She has practiced at Shores Jardine LLP since October 2003 after working with the City of Edmonton Law Branch for 12 years. She has been practicing law for over 30 years, focusing in the areas of municipal law, employment/labour law and administrative law.

She provides advice to her municipal clients on all areas which affect municipalities, including bylaw and contract drafting, procedural advice to councils, and providing advice to subdivision and development appeal boards, assessment review boards and other council committees and boards.

She acts for several boards and tribunals providing general advice and advice during the course of hearings. She teaches the Constitutional and Administrative law module for the Senior & Executive Managers' Development Program and the Legal Environment module for the Management Development Program at the University of Alberta School of Business. She has presented at numerous seminars throughout Alberta.

Contact Information

Email: Gwendolyn@shoresjardine.com
Phone: 780-702-4275
Fax: 780-423-0163

Building Your Personal Brand: Establish Your Professional Identity to Drive Change, Build Relationships and Get Things Done

Speaker: **Melissa Henley**
Director of Marketing Communications
Laserfiche, Long Beach, CA

Time: 1:30 p.m. – 4:30 p.m.

Description: As leaders in local government, many clerks face tough calls, imbalanced compromises and a plate filled to the brim on a variety of tasks. There might even be moments where fulfilling requests might seem disingenuous and even uncomfortable based upon the amount of strings attached to it. But



through all of these obstacles, how can you build influence for your projects, department, and most importantly, yourself?

In today's environment, building a personal brand might seem easy, but it's a common challenge. By curating your personal brand, you can become your own best advocate, so you're better able to gain buy-in and position yourself for success.

In this session, a marketing expert with over fifteen years of experience will share how you can market yourself and your department to achieve your personal and organizational goals. We'll share best practices for:

- Building a personal brand that will help articulate your professional value and build your influence power
- Controlling the message you present to others so you build a professional network that helps get things done
- Establishing a personal brand triad to create memorable impressions, communicate more effectively and present the best version of yourself
- How to build a brand for the City Clerk's office that will drive change – so you get the results you want

One mistake leaders make when it comes to their personal brand is thinking that they don't have to proactively manage it. Everyone has a personal brand -- it just may not be what you want it to be! By being intentional and proactive, leaders can help shape their own reputation, as well as the impact and influence of their team.

Bio:

Melissa Henley, Director of Marketing Communications at Laserfiche, oversees brand management, PR and global marketing plan implementation for one of the world's largest enterprise content management companies. She frequently presents on topics including change management, personal branding, presentation techniques and other leadership skills. Melissa has been with Laserfiche for over ten years. She serves on the board of the International Institute of Municipal Clerks (IIMC) Foundation, where she chairs the Marketing Committee. She is a graduate of Mills College in Oakland, CA, and also holds an MBA with a concentration in marketing.

Location

[Nisku Inn & Conference Centre](#)

1101 4 Street
Nisku, AB T9E 7N1
780-955-7744

Attendees are encouraged to call the Nisku Inn to reserve their room, and indicate that you are with the Alberta Municipal Clerks Association. The Nisku Inn is offering rooms to Fall Workshop attendees at a rate of \$95/night.

Registration Fees

AMCA Members:	\$85
Non-Members:	\$120

Please note that the AMCA is hosting a Municipal Affairs sanctioned Subdivision and Development Appeal Board Clerk Training session the following day, Friday, October 19, 2018. The hotel room block has been extended for attendees who wish to stay for this additional training, and the registration will be separate from the Fall Workshop.