

# THE MESSENGER

## THE MARYLAND MUNICIPAL CLERKS ASSOCIATION

### MESSAGE FROM THE PRESIDENT, AWILDA HERNANDEZ, CMC



MMCA Members:

What a year 2013 has been! I am amazed how fast it went by. Well, I can officially say that election season is finally over and I am sure many of my fellow clerks are looking forward to some down time after their elections; I know I am.

As 2014 fast approaches, the Region II Conference

Committee is hard at work finalizing all the details for the conference that will take place in Bowie, Maryland, January 15-17, 2014. Look for more information on the conference included in this issue.

The IIMC 2014 Conference will be held May 18-22, 2014, in Milwaukee, Wisconsin. A preliminary program has been posted on the IIMC website ([www.iimc.com](http://www.iimc.com)) with detailed information on the education sessions, events, hotels and transportation. If you are plan-

ning on attending, make sure to review the information and try to do your reservations early; hotels tend to get filled pretty quickly. In 2013 we had 12 Maryland clerks attend the conference; let's try to beat that number next year.

During our September meeting, members discussed the possibility of the association joining the world of social media and voted to create a Facebook page for the Maryland Municipal Clerks Association. Secretary, Stacy Wilkerson, took charge of

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#### 2013 - 2014 MMCA Meeting Schedule

- December 12, 2013 - Town of Chesapeake City
- January 15 - 17, 2014 - IIMC/MMCA Region II Conference - Bowie
- March, 2014 - La Plata
- June, 2014 - Ocean City
- September, 2014 - Aberdeen



## MESSAGE FROM THE PRESIDENT, CONTINUED FROM PAGE 1



## THE TOWN OF CHESAPEAKE CITY

this project and has created the page.

You can now find us under Maryland Clerks Association. I believe that Facebook is another positive avenue for the members to exchange ideas, information, facts, stories and experiences, as well as putting questions out to be answered by fellow Clerks. Thank you Stacy for putting it all together, it looks great. If you have a Facebook account, make sure to like our page.

In closing, I wish everyone a safe and joyful holiday season and I look forward to seeing you in Chesapeake City, Maryland, on December 12<sup>th</sup>.

Thanks to Valerie Walls for hosting.

Awilda

*Chesapeake City images are shown below*



The 14-mile, hand-dug Chesapeake & Delaware Canal was opened to traffic on October 17, 1829. At that time there were three buildings on the south bank at the western end of the canal. As the ship traffic through the canal increased, the little cluster of buildings grew into a busy commercial community providing goods and services to passengers and shippers. In 1839, the place was named Chesapeake City. By 1849 the town, now extending over to the north bank, was well established and at its population peak. For the next 75 years, Chesapeake City prospered.

In 1927, the C&D Canal was dredged to a sea-level waterway, eliminating the need for ships to stop for the locks at Chesapeake City. The town's economic base quickly declined. Commerce was further complicated in 1942 when a ship destroyed the bridge that connected the two sides of the town, leaving residents and travelers for seven years with only a ferry as a means to cross the canal. The opening of a new high-level bridge in 1949 did nothing to restore the town's economy—travelers swept by high above the town. Another blow struck the town in the 1960s when an entire street of 39 homes was razed to make way for a widening of the canal, which by then was the third busiest in the world.

Today, Chesapeake City is the only town in Maryland that is situated on a

working commercial canal. Most of its interesting 19th-century architecture remains intact, and the area that encompasses it on the south bank has been placed on the National Register of Historic Places. At the city dock, pleasure boaters find a tranquil harbor off the busy Inter-Coastal Waterway, of which the canal is a major element. From the basin, visitors can walk easily into town or tour the Canal Museum, where the story of the canal is told and the massive waterwheel and steam engines that filled the locks stand in mute testimony. Outside is a replica of the lighthouses that lined the canal in days gone by.

Chesapeake City now is a destination widely known for its unique inland view of ocean-going vessels, for the proudly preserved and displayed reminders of its history, and for its friendly hospitality. Travelers discover fine dining, picturesque stores, outdoor concerts, seasonal events, and outstanding bed & breakfasts. From its origin as a rough and rowdy boom town, through an era of dispiriting depression, Chesapeake City has emerged as a charming and interesting place with a warm welcome for its visitors.

Visit Chesapeake City's web page:  
[www.chesapeakecity-md.gov](http://www.chesapeakecity-md.gov)



## MMCA'S 2014 CLERK OF THE YEAR

### Clerk of the Year Information:

Nomination information and deadlines for the "2014" Clerk of the Year will be sent out to all Clerks, Administrators, and Mayors of the Cities/Towns in Maryland in early January 2014.

The award will be announced at the Maryland Municipal Clerks Association meeting in March and then presented at the Maryland Municipal League's Annual Convention in Ocean City, June 2014.

### Criteria for the Clerk of the Year Award:

1. Extraordinary individual job performance.
2. Member of the MMCA for at least two years and at least five years' experience as a Clerk.
3. Brings innovative ideas to the Association.
4. Demonstrates commitment to professional development.
5. Demonstrates commitment to community involvement and positive on-the-job attitude.
6. Participation in local, regional and/or national meetings.

## MMCA OFFICERS

**President** – Awilda Hernandez, City of Bowie, 15901 Excalibur Road, Bowie, MD 20716, phone - 301-809-3029 or e-mail - [ahernandez@cityofbowie.org](mailto:ahernandez@cityofbowie.org).

**Vice President** – Lou Ann Crook, City of Laurel, 8103 Sandy Spring Road, Laurel, MD 20707, phone - 301-725-5300, ext. 2124, or e-mail - [lcrook@laurel.md.us](mailto:lcrook@laurel.md.us).

**Secretary** - Stacy Wilkerson, Town of North Beach, 8916 Chesapeake Avenue, North Beach, MD 20714, phone - 410-257-9618 or e-mail - [northbeach@northbeachmd.org](mailto:northbeach@northbeachmd.org).

**Treasurer** – Cindy Murray, City of Greenbelt, 25 Crescent Road, Greenbelt, MD 20770, phone - 301-474-3870 or e-mail - [cmurray@greenbeltmd.gov](mailto:cmurray@greenbeltmd.gov).

### MEETING & LUNCH INFORMATION

#### DECEMBER 12TH, CHESAPEAKE CITY

The business meeting and lunch will be held at Chesapeake City's Town Hall, 108 Bohemia Avenue. Danish pastries, fruit, coffee/tea will be available prior to the business meeting. Lunch will be an assortment of sandwiches, green and pasta salads, cookies and beverages. The fee is \$25.00 payable in advance or at the door to MMCA, c/o Cindy Murray, Treasurer. Please RSVP Valerie Wells by Monday, December 9th, if you plan to attend. If you fail to attend or cancel after responding by the RSVP deadline, lunch fees are still payable to MMCA, regardless of your circumstances.

## MMCA EDUCATION REPORT

JANEEN S. MILLER, CMC - MMCA EDUCATION CHAIR

CITY OF COLLEGE PARK

Hello Fellow Clerks,

I hope this message finds you well. I apologize for missing the last meeting, and will not be able to attend the December meeting either, so I will use this article to update you on what's going on.

**Upcoming Speakers:** The speaker previously announced for the December meeting (Baltimore City Attorney Hilary Ruley, "Most Information is Public") was unfortunately called out of town that week and will have to postpone her presentation. I'm sorry that I have not been able to secure a back-up speaker for December.

In addition to rescheduling Hilary Ruley in 2014, I will also invite Jennifer Allgair, Counsel to the State Ethics Commission, to discuss how the recent changes in the state Ethics laws impact municipalities. Some of us heard her presentation at the MML Fall Conference; there is a lot of information that Clerks will want to hear. And I thought we would be ready for another "Everything Elections" roundtable. Let me know how this sounds and/or if you have any additional thoughts for education topics.

**IIMC Region II Conference:** The course descriptions for the January education sessions are shown below. In addition to the points that IIMC has approved, these courses have also been submitted (through MML) to the Academy for Excellence in Local Governance to see if they could qualify for Academy points. We will keep you posted on the outcome. Thanks to MML for their help with this.

Hope to see you at the Region 2 conference in January. Best wishes for the holiday season.

Janeen

E-mail: [jsmiller@collegeparkmd.gov](mailto:jsmiller@collegeparkmd.gov) Phone: 240-487-3501

### IIMC Region II Conference Education Sessions

#### **Pre-Conference: Wednesday, January 15, 2014:**

##### **8:00 a.m. – 12:00 p.m. "Records Retention 101"**

The course begins with an overview of the Maryland State Archives agency, the resources available on the MSA website, and the responsibilities that public officials have for records management in Maryland. The course then provides the student with a detailed explanation of each step necessary to develop a viable records retention policy for their municipality, the process by which to get it approved, and how to then implement and maintain the approved policy. Finally, the transfer, retrieval and destruction of records is discussed. Pre-approved by IIMC for 1.0 CMC Education or 1.0 MMC Advanced Education point.

##### **1:00 p.m. – 5:00 p.m. "Introduction to Records Management"**

This session will introduce attendees to the core fundamentals of records management, including definitions and terms, record inventories, retention schedules, records storage and protection, best practices on file arrangement, electronic records, email management, and disaster preparedness planning. Approved for 2.0 CMC Education points.

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## MMCA EDUCATION REPORT

JANEEN S. MILLER, CMC - MMCA EDUCATION CHAIR, CONTINUED

### Regular Conference: Thursday, January 16, 2014

#### **8:00 a.m. – 12:00 p.m. “From One Generation To Another: The Four Generations in the Workplace”**

Every municipal organization in the nation is experiencing a new workplace dynamic: four generations working side by side. This course explains the values and behaviors of each generation, the strengths that each generation brings to the workforce, the potential points of friction between the generations, and explores strategies to effectively deal with the challenges associated with intergenerational diversity. Pre-approved by IIMC for 1.0 CMC Education or 1.0 MMC Advanced Education point.

#### **1:30 p.m. – 5:30 p.m. “Uniquely You – Real Colors Personality Inventory”**

This course helps individuals understand how personality traits influence one’s natural tendencies, ways of thinking and communication patterns. Through self-exploration and the use of a personality instrument, students will learn how their own personality type interacts with other personality types. This is the perfect companion class to the “Four Generations In The Workplace” as it expands on the theme of improving communication. Pre-approved by IIMC for 1.0 CMC Education or 1.0 MMC Advanced Education point.

***MEMBERS, DON'T FORGET THE DECEMBER 12TH HOLIDAY GIFT EXCHANGE. IF YOU WISH TO PARTICIPATE, BRING A UNISEX GIFT IN THE \$10.00 TO \$15.00 RANGE.***



***THERE WILL BE A 50/50 RAFFLE DURING THE DECEMBER 12TH MEETING TO SUPPORT MMCA'S SCHOLARSHIP FUND***

### **MEMBERSHIP REPORT CINDY MURRAY, TREASURER**

There were 29 members reported at the September 19th meeting. Please help in keeping our mailing list current. You can call Cindy Murray at 301-474-3870 or e-mail: [cmurray@greenbeltmd.gov](mailto:cmurray@greenbeltmd.gov) to make any necessary changes. Remember that the *Messenger* is sent to you via e-mail and if you don't let Cindy know that your address has changed, you will not receive the *Messenger*. Also, when paying your annual dues, be sure to include an application form, which will include a blank space for your e-mail address.



## 2014 IIMC REGION II CONFERENCE UPDATE DOUGLASS BARBER

The conference is scheduled to start in Bowie, Maryland, on Wednesday, January 15, 2014. The Region II Conference Planning Committee has worked hard to create an excellent conference. You should have already received your registration email with all the pertinent information on the conference. We encourage all Maryland Municipal Clerk Association (MMCA) members to attend the conference. It will give everyone the opportunity to participate in excellent training seminars, and it is a great place to network with your fellow Region II members.

The committee is looking for your help and the support of all Maryland Municipal Clerks. We are only going to be successful, if we all work together. We have not asked for municipal donations for this conference. We hoped even in these tight economic times, your municipality would support this local training being offered. We encourage you to ask your municipality for the support to allow you to attend the conference. If you need support noting the benefits, please reach out to one of the conference committee members or the MMCA leadership.

We are still looking for donations for raffles at the conference. MMCA members are putting together baskets from their region (example: Retired Clerks, Eastern Shore Clerks, or on their own). If you would like to donate, please contact the Committee Chairs. All proceeds from the raffles will go to support the MMCA Scholarship Fund. We are also looking for donations for the conference bags. If you have items that promote your municipality, we need 60 of each item.

At the MMCA meeting in September, the membership approved a motion to offer all Region II registered conference attendees the chance to win a "FREE" registration to the upcoming IIMC 68<sup>th</sup> Annual Conference. The Annual Conference will be held in Milwaukee, WI (Sunday, May 18 – Thursday, May 22, 2014).

The committee will provide an update on all the key points of the conference during the MMCA's December meeting. The planning committee wants to ensure that all Maryland Clerks who want to be a part of this event are able to participate.

The Committee is still seeking vendors to participate as exhibitors and sponsors at the Region II Conference. Please forward any suggestions to Jessica Barnes at [jbarnes@riverdaleparkmd.gov](mailto:jbarnes@riverdaleparkmd.gov).

If you have any questions regarding the upcoming conference, please contact 2014 IIMC Region II Conference Committee Co-Chairs:

Stacy Wilkerson (North Beach, MD) at 301-855-6681 [northbeach@northbeachmd.org](mailto:northbeach@northbeachmd.org)

Jessica Barnes (Riverdale Park, MD) at 301-927-6381 [jbarnes@riverdaleparkmd.gov](mailto:jbarnes@riverdaleparkmd.gov)

Doug Barber (Rockville, MD) at 240-314-8282 [dbarber@rockvillemd.gov](mailto:dbarber@rockvillemd.gov)



# Happy Holidays

**QUARTERLY MEETING  
MARYLAND MUNICIPAL CLERKS ASSOCIATION  
TOWN OF NORTH BEACH,  
SEPTEMBER 19, 2013  
BY STACY WILKERSON, SECRETARY**

The following members were in attendance:

Awilda Hernandez, City of Bowie  
Jessica Barnes, Town of Riverdale Park  
Diane Nelson, City of Salisbury  
Monica Correll, City of Aberdeen  
Valerie Walls, Town of Chesapeake City  
Cindy Murray, City of Greenbelt  
Stacy Wilkerson, Town of North Beach  
Yvonne Pritchett, Town of Secretary  
M. Tony Taylor, City of Glenarden  
Tracey Toscano, Town of University Park  
Eleanor Traynham, Town of North Brentwood  
Yvette Allen, City of College Park

Lou Ann Crook, City of Laurel  
Douglass Barber, City of Rockville  
Sharla' Crutchfield, City of District Heights  
Kimberly Nichols, City of Salisbury  
Bonita Anderson, Town of Forest Heights  
Kimberly Rau, City of Laurel  
Joanne Tucker, Town of Fairmount Heights  
Donna Alban, Town of New Windsor  
Danielle Mandley, Town of LaPlata  
M. David Williams, Town of Upper Marlboro  
Pamela A. Fleming (ret.), City of Bowie  
Brenda Colegrove (ret.), City of Salisbury

CONVENE/INTRODUCTIONS

President Hernandez called the meeting to order at 10:10 a.m. Mayor Frazer from North Beach was present and gave welcoming remarks to the Association.

APPROVAL OF MINUTES

Lou Ann Crook moved to approve the minutes of the June 25, 2013, meeting. Doug Barber seconded the motion. The motion carried.

ACCEPTANCE OF TREASURER'S REPORT

Treasurer Cindy Murray presented the Treasurer's Report. Dave Williams moved to accept the Treasurer's Report dated September 19, 2013. Kim Rau seconded the motion. The motion carried.

IIMC

Region II Director Report. IIMC Region II Director Kim Rau reported:

- The Annual Conference for 2014 will be held in Milwaukee, Wisconsin. The preliminary agenda will be forthcoming soon.
- Vincent Buttiglieri, Region II Director from New Jersey, will be running for Vice-President of IIMC.
- 305 new members enrolled with IIMC during the past membership drive.

2014 Region II Conference. Co-Chairman Doug Barber reported:

- The 2014 Region II Conference will be held in Bowie, Maryland at the Comfort Inn and Conference Center from January 15 – 17, 2014. The theme is "As the Generations Turn." Education will be the key component to the conference.
- There are two classes being proposed on Thursday, January 16, that are included in the registration and two optional classes on Wednesday for an additional fee.

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## QUARTERLY MEETING MARYLAND MUNICIPAL CLERKS ASSOCIATION, CONTINUED FROM PAGE 7

- The committee is planning some raffle baskets from the different regions of Maryland: Eastern Shore, Southern Maryland Western Maryland. If you could donate any items from your region to the basket that would be great.
- Budget for the 2014 conference: Based on estimated numbers at this time it should take approximately \$17,500 to conduct a good conference. A motion is made by Danielle Mandley to approve the \$17,500 estimate for the conference. Seconded by Cindy Murray. All in favor.

### MML UPDATE: Paula Chase-Hyman

Paula passed out a briefing sheet from MML to everyone. MML will be doing another electronic custom directory. The custom directory ad is \$225.00 per year. The ad can be changed once a year with the seasons if you choose. Please contact her to get your placement ad in the directory. Updates to the directory itself can be sent to MML any-time. The directory is updated every two weeks. The Fall Conference will be held in Solomons in October. Deadlines are approaching so make your reservations soon.

### MML COMMITTEES

The following clerks have been accepted on MML Committees Board of Directors Awilda Hernandez; Communication Committee: Doug Barber; Conference Planning Committee: Jessica Barnes and Stacy Wilkerson; Legislative Committee: Lou Ann Crook.

Legislative Committee: Lou Ann Crook: The committee is reviewing approximately 20 – 25 requests. The restoration of the Highway User Revenues will be presented as the League's priority issue for the vote of the MML membership at the Fall Conference in October. The LC is also recommending a Double Taxation Strategic Initiative, which may include the creation of a Task Force to study the issue further, with the possibility for this issue to become a League priority next year or in the near future."

The Convention Planning Committee will have their first meeting in October.

### MMCA COMMITTEE UPDATES

**Website Committee:** At this time Awilda does the updates to the website. It is fairly easy. If anyone would like to assist, please let Awilda know. Stacy Wilkerson brought up the idea of a Maryland Clerks Association Facebook Page. The Association liked that idea. A motion was made by Kim Rau to approve the start of a Maryland Clerks Association Facebook page and have Stacy Wilkerson start and update it. Seconded by Doug Barber. All in favor.

**Education Committee:** If there is any education session anyone is interested in having, please contact Janeen Miller from the City of College Park at [jsmiller@collegeparkmd.gov](mailto:jsmiller@collegeparkmd.gov).

**Membership Committee:** As of today, there are 29 paid members to the MMCA.

### NEW BUSINESS

- Maryland Clerks Institute: Kim Rau discussed with the Association the possibility of starting an institute in Maryland. There are some institutes that are folding up after years of operating. This may be a good opportunity for Maryland to start one. Since there is already a relationship between the Maryland Municipal League and the University of Maryland, there may be an opportunity there to have one with the University of Maryland. There needs to be a committee established with two CMC, two MMC, one retired clerk and one person to chair to start the process. A motion was made by Kim Rau to form the committee. Seconded by Cindy Murray. All in favor.
- Resolution supporting the nomination of support for Vincent Buttiglieri who will be running for Vice President of the IIMC. Motion made by Kim Rau to support the resolution. Seconded by Lou Ann Crook. All in favor.

The meeting closed at 11:43 p.m.



**MARYLAND MUNICIPAL CLERKS ASSOCIATION**  
**QUARTERLY MEETING AGENDA**  
**Thursday, December 12, 2013**  
**Town of Chesapeake City**  
**10:00 a.m. - 2:00 p.m.**

1. Welcome
2. Convene/Introductions
3. Approval of Minutes from September 19, 2013, Meeting
4. Acceptance of the Treasurer's Report
5. IIMC
  - Region II Report – Kim Rau, Region II Director
  - 2014 IIMC Conference – May 18 – 22, 2014 (Milwaukee, Wisconsin)
  - 2014 Region II Conference – January 15 -17, 2014 (Bowie, Maryland)
6. MML
  - MML Update – Paula Chase Hyman
  - Board of Directors Report – Awilda Hernandez, President
  - MML Committees
    - i. Communications Committee
    - ii. Conference Planning
    - iii. Legislative Committee
    - iv. Emergency Preparedness Committee
7. MMCA Committee Updates
  - 2014 Region II Conference Committee
  - Education Committee
  - Membership Committee
8. Unfinished Business
9. New Business
  - Future MMCA meeting locations
    - i. September 2014 – City of Aberdeen
  - Congratulations
10. Next Meeting – Thursday, March 20, 2014, Town of La Plata
11. Good of the Order and Adjournment

\* Lunch and Holiday Gift Exchange \*

# MMCA TREASURER'S REPORT

## NOVEMBER 20, 2013

### CINDY MURRAY, TREASURER

#### GENERAL FUND

|                                   |                                  |                   |            |
|-----------------------------------|----------------------------------|-------------------|------------|
| Beginning Balance August 23, 2013 |                                  |                   | \$9,066.43 |
| Receipts:                         |                                  |                   |            |
|                                   | FY13 Dues (21)                   | <u>\$1,050.00</u> |            |
|                                   | Total                            | \$1,050.00        |            |
| Expenditures:                     |                                  |                   |            |
|                                   | Transfer to Region II Conference | \$105.00          |            |
|                                   | Transfer to Scholarship Fund     | \$210.00          |            |
|                                   | September Lunch                  | <u>\$420.00</u>   |            |
|                                   | Total                            | \$735.00          |            |
| Balance as of November 20, 2013   |                                  |                   | \$9,381.43 |

#### SCHOLARSHIP FUND

|                                   |                         |               |            |
|-----------------------------------|-------------------------|---------------|------------|
| Beginning Balance August 23, 2013 |                         |               | \$6,219.61 |
| Receipts:                         |                         |               |            |
|                                   | Transfer from Dues (21) | \$210.00      |            |
|                                   | September 50/50         | \$29.50       |            |
|                                   | Interest - September    | \$0.10        |            |
|                                   | Interest - October      | \$0.11        |            |
|                                   | Interest - November     | <u>\$0.10</u> |            |
|                                   | Total                   | \$239.81      |            |
| Expenditures:                     |                         | <u>\$0.00</u> |            |
|                                   | Total                   | \$0.00        |            |
| Balance as of November 20, 2013   |                         |               | \$6,459.42 |

#### REGION II CONFERENCE

|                                   |                           |               |             |
|-----------------------------------|---------------------------|---------------|-------------|
| Beginning Balance August 23, 2013 |                           |               | \$9,747.17  |
| Receipts:                         |                           |               |             |
|                                   | Transfer from Dues (21)   | \$105.00      |             |
|                                   | 2014 Conference Donations |               |             |
|                                   | VMCA                      | \$1,000.00    |             |
|                                   | Chesapeake Employers Ins. | \$300.00      |             |
|                                   | Code Publishing           | \$500.00      |             |
|                                   | Municipal Code            | \$1,000.00    |             |
|                                   | Interest - August         | \$0.18        |             |
|                                   | Interest - September      | \$0.17        |             |
|                                   | Interest - October        | <u>\$0.17</u> |             |
|                                   | Total                     | \$2,905.52    |             |
| Expenditures:                     |                           | <u>\$0.00</u> |             |
|                                   | Total                     | \$0.00        |             |
| Balance as of November 20, 2013   |                           |               | \$12,652.69 |



## Dr. Alan Zimmerman's TUESDAY TIP

*Delivering attitude, motivation, and leadership programs that pay off*



If you had two \$100 bills and ninety-eight \$1 bills in your hand and a sudden gust of wind blew them out of your hand and down the street, what strategy would you use to pick them up? If you start with the bills closest to you and work your way to the others, you are probably efficiency-minded. If you go directly to where the \$100 bills are and get those first, you are effectiveness-minded.

My research has shown that most people are not inefficient; they're efficient at all the wrong things. To be effective you must target all the important things in your life and at work.

You see ... efficiency is doing something well. Effectiveness is doing the right thing well. To become more effective, you must...

### 1. Remember the 80/20 principle.

The true basis of time management ... and therefore life management ... is knowing which targets to focus on. And one way to do that is to apply the 80/20 principle.

The 80/20 principle states that in many situations about 20% of what you do yields about 80% of the results. With a typical to-do list of ten items, the 80/20 principle suggests that two of them will yield about 80% of the value. The remaining eight will yield the remaining 20%.

For example, Peter A. Turla, a former NASA engineer on the Apollo moon-rocket design team, found that 20% of your customers give you 80% of your sales. (Concentrate on those customers.) 20% of your customers make up 80% of your complaints. (Keep your perspective.) 20% of the inventory gets 80% of turnover. (Keep these items well supplied.) 20% of the house gets 80% of the dirt. (Clean other parts less frequently.) 20% of your friends call you 80% of the time. (Call them back at your convenience.) 20% of the newspaper has 80% of the news. (Skim the rest.)

If you remember and implement this principle, it will not only give you a greater peace of mind but also make you much more effective.

And then...

### 2. Remember you'll never have enough time.

I hate to say it, but there is never enough time for everything in life. One of keys to success is to spend your time on the really valuable things instead of the low-payoff activities.

Take the Army doctor, for example, who is overwhelmed by the number of wounded soldiers on the battlefield. Because of his limited resources he has to decide which men and women to focus on and which ones to overlook. You must do the same thing with all of your projects, responsibilities, and dreams. Some are worth saving, and some have to die. Some, with just a little attention, can be kept alive until later when you have more time. Focus on your most meaningful targets. As Turla says, "Don't stomp on an ant while the elephants are coming over the wall."

Once you know you'll never have enough time, you must...

## DR. ALAN ZIMMERMAN'S TUESDAY TIP, CONTINUED

### 3. Remember the difference between priority and payoff.

Priorities have to do with the order in which things get done. They are usually related to urgency and deadlines. Payoffs have to do with the value of what is to be done.

Quite often, things that have a high payoff do not have a high urgency. They are things that would be great to do ... like investing in your team's development, building a stronger marriage, or getting yourself in better shape physically and financially ... but are easily put off until later. Don't fall into that trap!

The less successful people in life and at work keep priority-urgency lists and keep so busy doing them that they never get around to doing the less urgent but far more important high payoff activities. And then, one day, they wonder why their team is not performing as well as it could, or how their marriage fell apart, or when it was that their physical and financial lives started to head downhill.

To avoid those tragedies...

### 4. Choose your targets.

Your life is very much like taking a walk down the street. Which way do you go when you reach the first intersection? Do you turn left, right, or go straight? If you know where you are going, the decision is very clear to you. If you haven't decided where you are going, you have to make a decision at every intersection. And decision-making takes time and mental energy.

In other words, you can't increase your time, but you can increase the value of your time just by defining your objectives. A specific destination ... or set of targets ... will motivate you more than aimlessness will, and when you're motivated you automatically use your time more effectively.

So I challenge you ... right now ... to choose your targets. Select your high payoff goals or objectives. Write them down. And make them as specific as possible. Instead of writing down something like "be nicer to people," if that is your target, add a few specifics as to how you will do that. You might decide to express your appreciation to at least one person every day. At the end of the day, it will be clear whether you are on target or not. You either did it, or you didn't. Measuring progress ... and holding yourself accountable ... becomes very easy this way.

Life is too short to "wing" it. Use your time well and you will reap dividends for years and years.

#### **ACTION:**

**Which activities in your life promise to bring you the greatest payoffs? Are you spending enough time on those activities?**

*Reprinted with permission from Dr. Alan Zimmerman's Internet newsletter, the 'Tuesday Tip.' For your own personal, free subscription to the 'Tuesday Tip' ... along with several other complimentary gifts, go to [www.DrZimmerman.com](http://www.DrZimmerman.com)*

*"Indecision with the passing of time  
becomes decision."*

*Bill Wilson*

## MMCA MEMBER PHOTO COLLAGE SEPTEMBER 19TH MEETING, NORTH BEACH



Photos courtesy Stacy Wilkerson, Town Clerk, Town of North Beach, and feature the attendees at the September 19th meeting (top) and North Beach Mayor Mark Frazer with MMCA President Awilda Hernandez (bottom.)

## IIMC REGION II CONFERENCE

**Maryland Municipal Clerks Association Welcomes  
IIMC Region II Conference  
“As the Generations Turn”  
January 15 – 17, 2014  
Comfort Inn & Conference Center, Bowie, Maryland**

November 13, 2013

Dear Region II Clerks:

The IIMC Region II Annual Conference, hosted by the Maryland Municipal Clerks Association, is scheduled for January 15-17, 2014, in the wonderful City of Bowie. The theme for this year is “As the Generations Turn.” There will also be a Pre-Conference education session planned for Wednesday, January 15th. The cost for the Pre-Conference sessions is in addition to the conference fee. These classes have been pre-approved by the International Institute for Municipal Clerks Education Department. The registration deadline is December 13, 2013.

Please call Stacy Wilkerson at 410.257.9618 or by email at [northbeach@northbeachmd.org](mailto:northbeach@northbeachmd.org) if you have any questions.

Hotel reservations may be made only by calling Comfort Inn & Conference Center, at 301.464.0089. On-line registration is not available for this conference. Reference the MMCA – IIMC Conference when making your reservation. A credit card will be needed to secure your room. The deadline to register for the discounted rate of \$100.89 plus tax is December 14, 2013.

We look forward to seeing you January 15-17, 2014, in the Historic City of Bowie.

Sincerely,

Doug Barber, Jessica Barnes and Stacy Wilkerson, Co-Chairs

**With completion of the written assessment tool, you will receive the following CMC or MMC education credits.**

| Class                    | CMC Points | MMC Points | Academy for Excellence in Local Governance | NAGARA<br>(National Association of Government Archives and Records Administrators)    |
|--------------------------|------------|------------|--------------------------------------------|---------------------------------------------------------------------------------------|
| Pre-Conference:          |            |            |                                            |                                                                                       |
| Records Retention 101    | 1          | 1          | Elective Credit                            | N/A                                                                                   |
| Basic Records Management | 2          | 0          | Elective Credit                            | Credit toward the “Local Government Archives and Records Administration Certificate.” |
| Regular Conference:      |            |            |                                            |                                                                                       |
| Four Generations         | 1          | 1          |                                            | N/A                                                                                   |
| Real Colors              | 1          | 1          |                                            | N/A                                                                                   |
| Total                    | 5          | 3          | 2 Elective Credits                         |                                                                                       |

## IIMC REGION II CONFERENCE, CONTINUED



*The City of Bowie Welcomes  
IIMC Region II Conference January 15 – 17, 2014  
“As the Generations Turn”*

### Bowie Comfort Inn & Conference Center

#### CONFERENCE REGISTRATION FORM

**Registration Fee:**                      **\$225.00**

**Late Registration:**                      **\$300.00**

**On-Site Registration:**                      **\$350.00**

**Guest Fee:**                                  **\$100.00**

*Please Type or Print Clearly*

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

Name for badge: \_\_\_\_\_ Title: \_\_\_\_\_

Municipality: \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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

***Please mail this form, along with your check made payable to MMCA, to Cindy Murray, MMCA Treasurer, City Clerk, City of Greenbelt, 25 Crescent Road, Greenbelt, Maryland 20770. Deadline for early registration, December 13, 2013.***



## IIMC REGION II DIRECTORS

Vincent Buttiglieri, MMC

Telephone: 732-531-4968

vbuttiglieri@oceantwp.org

Kimberley Rau, MMC

Telephone: 301-725-5300

krau@laurel.md.us

Please feel free to contact either Region II Director if you have any questions about IIMC.



**2014 IIMC Annual Conference Grant Application TWO Grants Per Region**  
**Conference Grant Program offers eligible members complimentary registration to**  
**attend the IIMC Annual Conference in Milwaukee, Wisconsin,**  
**May 18 through May 22, 2014**



Conference Grant Program allows two IIMC members in each Region (I through XI) an opportunity to receive a Grant award covering registration expenses for the 2014 IIMC Annual Conference. If you are interested in applying for a Conference Grant and match the criteria below, print this application form, complete in full, and submit it to IIMC Headquarters at the address below. Applications will be sent to each IIMC Region Director after the deadline date. Region Directors will confirm each applicant's eligibility, review all submissions, and submit their award nominations/selections to IIMC Headquarters for recipient notification. **TO BE CONSIDERED, YOUR APPLICATION MUST BE POSTMARKED no later than February 7, 2014.**

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

Municipal Employer \_\_\_\_\_ Population \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

State/Province/Country \_\_\_\_\_ Postal/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Applicant's Signature \_\_\_\_\_

#### CRITERIA

Region Directors shall be responsible for selecting TWO Members to receive the Grant from their Region. Preference will be given to IIMC Members who have or are working toward the CMC designation and have expressed a continued interest in participating in an IIMC Annual Conference but have been unable to attend as a result of financial constraints. Applicants must be active Members of IIMC (full or additional full member.) Applicants must show proof from their municipality that they are authorized to attend the Conference and provide for their own accommodations, transportation, and meal expenses.

Grants must be used for the 2014 Conference and cannot be rolled over into another year. No other conference discounts apply with this Grant.

#### GRANTS ARE NON-TRANSFERABLE

On a separate sheet of paper, write an article (300 to 800 words) for possible publication in the IIMC E-News Digest highlighting a best practice, unique project, or other program implemented in your municipality in which you take particular pride and would like to share with your colleagues. In arriving at an appropriate selection Region Directors will take account of the quality of the article which is submitted. Applicants agree that, if of sufficient quality, their article may be published in the E-News Digest, whether or not they receive an award.

If you've attended an IIMC Annual Conference in the past, please indicate the year(s) attended: \_\_\_\_\_

With your Application, please submit proof that: Time to attend the conference will be granted from your municipality and funds are available to pay expenses for travel, housing and meals.

Return completed Application to IIMC - C/O Education Department  
 8331 Utica Ave. Suite 200, Rancho Cucamonga, CA 91730

**To be considered, your application must be postmarked by February 7, 2014.**



The Messenger is a quarterly newsletter and the official record of the Maryland Municipal Clerks Association. Please direct any comments or suggestions to the Editor, Carol L. Jacobs, MMC,

Retired, 307 Bay St., Berlin, MD 21811. Phone (410) 641-4290, E-mail: [cl.jacobs@verizon.net](mailto:cl.jacobs@verizon.net). Special thanks go to Thomas Carter, Copy Editor.

## Sharing Professional Knowledge and Ideas.

We're on the web! Click on <http://www.mdmunicipal.org> and then go to Departments

### Maryland Municipal Clerks Association

#### Application for Membership July 1, 2013 - June 30, 2014

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

Municipality: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Renew : \_\_\_\_\_ New: \_\_\_\_\_

Mayor or Chief Elected Official Contact Information: \_\_\_\_\_

Basic Membership - \$50.00 (Includes \$35.00 for dues, \$10.00 towards MMCA Scholarship Fund, and \$5.00 toward the Region II Conference Fund.)

**Make checks payable to: Maryland Municipal Clerks Association**

**Attention: Cindy Murray, City Clerk**

**City of Greenbelt**

**25 Crescent Road**

**Greenbelt, MD 20770**