

Master Academy

2011



The Time Is Now.

Today's leaders in local government find their organizations in a state of continuous change. Municipal Clerks are the gateway to city hall and one of the individuals that elected officials and citizens count on to make sure public meetings, public records and special projects run smoothly.

The Clerk's job is multi-faceted and ever changing. New citizen demands, legal changes in procedures and new information technologies have increased the pace of your work and require you to plan and expedite many different tasks at once. Continuing education helps clerks do more with less while keeping abreast of changing laws and trends.

The Northwest Institute 2011 Master Academy is here.

The Northwest Clerks Institute, in conjunction with Washington State University, Washington Municipal Clerks Association, Alaska Association of Municipal Clerks and the Oregon Association of Municipal Recorders, are pleased to invite you to attend the Northwest Institute 2011 Master Academy—a new program offering an advanced educational opportunity at the University of Puget Sound.

The program will begin on Wednesday, June 15 at 1:00 p.m. The program will end at noon on Saturday, June 18. We will have a banquet on Friday evening. Your time on campus will be packed with education, networking, and opportunities to renew old friendships and make new ones. We encourage you to register early for this Master Academy. Registration will be reserved for:

- Clerks who currently possess their CMC or MMC designation
- Those who have completed a CMC Institute (PDI, II, and III)
- Those who have met the CMC educational requirements through a college degree
- Those who are working on or who have achieved their MMC

The program will also qualify for CMC education credits.

MMC Certification points:

This course will offer participants 12 MMC points. Each participant must complete the full course, and the standard KTAP.

How to Register:

Registration must be completed by May 13. Detach the registration form on this brochure and mail it to: Washington State University, Conference Management, 2606 W Pioneer, Puyallup, WA 98371; or FAX it to 509-445-4633. You may also register on-line at conferences.wsu.edu/nci, by phone at 253-445-4575 or by e-mail to dana.colwell@wsu.edu. Written cancellations must be received from registered attendees prior to May 21 to receive a full refund (minus a \$50 processing fee). Substitutes are welcome at any time. The full registration fee will be charged to no-shows.

Special Accommodations:

Accommodations for individuals who qualify under the American with Disabilities Act are available upon required, by calling WSU Conference Management at 253-445-4575 by May 13.

Campus Accommodations:

The 2011 Academy program will be held on the campus of the University of Puget Sound, located at 1500 North Warner in Tacoma, Washington, approximately 30 miles south of Seattle and 15 miles north of Olympia. Housing will be provided in Trimble Hall, the newest residence hall, completed in August of 2002. To enhance your learning and networking opportunities with other participants, we encourage you to stay on campus.

WASHINGTON STATE
UNIVERSITY

CONFERENCE MANAGEMENT

2606 W Pioneer
Puyallup, WA 98371

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2011

Master Academy

University of Puget Sound | Tacoma, Washington
June 15-18



Master Academy

The 7 Habits of Highly Effective People *Signature Program*

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Tacoma, Washington
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Master Academy University of Puget Sound | Tacoma, Washington | June 15-18

The 7 Habits of Highly Effective People *Signature Program*

Build the Foundation of Effective Leadership

The future of any organization depends on the capabilities of its leadership. It is the leader who charts the course and engages resources in the right direction.

Apply proven Principles that Develop Leaders with Character and Influence.

According to many experts, in the next 20 years organizations will face a crisis as the current generation of leadership retires, leaving key positions with no one to fill them. What's worse, according to FranklinCovey's Execution Quotient, or XQ data, less than 22% of employees feel engaged or committed to their organization's goals. Consider the effects on your jurisdiction if upcoming leaders lack clear motivation or are unable to engage others toward shared success. The 7 Habits of Highly Effective People Signature Program teaches a natural process founded on proven principles that helps transform employees from contributors to true leaders.

Invest in your future with the dynamic 7 Habits of Highly Effective People Signature Program. This Program will help develop the skills needed to improve personal and professional effectiveness, increasing trust and influence in your role.

Participants will:

- Improve results at the personal and professional level
- Develop more meaningful relationships, increasing the ability to work both with and through others
- Increase effectiveness and productivity by focusing on the things most important to your organization
- Achieve a healthy work/life balance

Delivering on the Promise of Effectiveness

The 7 Habits of Highly Effective People *Signature Program* follows a reinforced learning process that includes the following:

- A rich, comprehensive guidebook
- A Time Matrix door hanger to help participants focus and minimize distractions at the office
- A "talking-stick" tool to illustrate the principles of effective communication
- A "Seven-Week Contract" with resources to help participants internalize and implement the principles after the workshop
- A DVD with clips of key videos from the program
- An audio CD with excerpts from the 7 Habits
- A FranklinCovey planning system*
- A copy of the best-selling book, *The 7 Habits of Highly Effective People**



Tonia Sugarman Northwest Consulting

Tonia Sugarman, founder and president of Northwest Consulting, specializes in improving productivity and workplace relationships and is known for her effective, sincere and dynamic approach. Her

background includes over 19 years in human resource and organizational development for the State of Washington where she was instrumental in creating leadership development and mentoring programs for executives to frontline staff. Tonia managed the Washington Counties Training Institute which serves the counties' elected officials, managers and staff for three years and currently serves as an Organizational Change Manager for the ProviderOne Project with the Department of Social and Health Services. She is a Professionally Certified Leadership and Life Coach, certified Crucial Conversations and 7 Habits of Highly Effective People trainer and holds a B.S. in Workforce Education and Training Development from Southern Illinois University and a M.S. in Human Resource Management from Chapman University.

COURSE TIMELINE	CORE COMPETENCIES	PERFORMANCE STATEMENTS Participants Will be able to:
DAY 1: PM	HABIT 1 Be Proactive®	<ul style="list-style-type: none"> • Take initiative • Manage change • Respond proactively • Keep commitments • Take responsibility and have accountability • Have a positive influence on results
DAY 2: AM	HABIT 2 Begin with the End in Mind®	<ul style="list-style-type: none"> • Define vision and values • Create a mission statement • Set measurable team and personal goals • Start projects successfully • Align goals to priorities • Focus on desired outcomes
DAY 2: PM	HABIT 3 Put First Things First®	<ul style="list-style-type: none"> • Execute strategy • Apply effective delegation skills • Focus on important activities • Apply effective planning and prioritization skills • Balance key priorities • Eliminate low priorities and time wasters • Use planning tools effectively • Use effective time-management skills
DAY 3: AM	HABIT 4 Think Win-Win®	<ul style="list-style-type: none"> • Build high-trust relationships • Build effective teams • Apply successful negotiation skills • Use effective collaboration • Build productive business relationships
DAY 3: PM	HABIT 5 Seek First to Understand, Then to be Understood®	<ul style="list-style-type: none"> • Apply effective interpersonal communication • Overcome communication pitfalls • Apply effective listening skills • Understand others • Reach mutual understanding • Communicate viewpoints effectively • Apply productive input and feedback • Apply effective persuasion techniques
DAY 3: PM	HABIT 6 Synergize®	<ul style="list-style-type: none"> • Leveraging diversity • Apply effective problem solving • Apply collaborative decision making • Value differences • Build on divergent strengths • Leverage creative collaboration • Embrace and leverage innovation
Day 4: PM	HABIT 7 Sharpen the Saw®	<ul style="list-style-type: none"> • Achieve life balance • Apply continuous improvement • Seek continuous learning



2011 Master Academy Registration

Register by mail, phone, fax, or online:

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Conference Management
2606 W. Pioneer, Puyallup, WA 98371
E-mail: dana.colwell@wsu.edu • Phone: 253-445-4575; Fax: 253-445-4633
Online: conferences.wsu.edu/nci

Attendee Information (One form per attendee)

LAST NAME _____ FIRST NAME _____

TITLE _____

JURISDICTION/AGENCY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME TELEPHONE _____

E-MAIL _____

Please indicate any special needs (accessibility, visual, hearing, dietary)

Registration Information—Register by May 13

Northwest Institute Master Academy—June 15-18 \$500
(includes all course materials)

University Housing and Meal Package \$300
(Includes opening reception, 2 dinners, 3 breakfasts and 3 lunches)

Housing—extra day before and/or after the institute \$45
(no meals included) Please indicate date(s) _____

Mandatory Commuter Meal Package (Includes campus use fees, opening reception, 3 lunches, and 1 dinner) \$100

Payment **Total Fees (U.S. Dollars) \$** _____

Please make checks payable to Washington State University, in U.S. funds drawn on a U.S. bank.

- Payment enclosed
 Please charge my VISA/MasterCard

ACCOUNT NUMBER _____

EXP DATE _____ CVV # _____

- Please bill me

P.O. NUMBER _____

ADDRESS _____