

# 2024 New England Conference Education Sessions

\*Sponsored by NEMCI&A\*

Wednesday, November 20, 2024  
(Following Opening Ceremony)

2:00 p.m. – 4:00 p.m.

## *“Your 1% Advantage”*

Kent Julian, Certified Speaking Professional (CSP)  
(1.0 CMC or MMC advanced education points)

Success isn't the result of everything going your way. On the contrary, true success is experienced by those who are able to turn their greatest adversities into their greatest advantages. To put it another way, in order to do well in life, leadership, and work, you must learn to lead your life instead of letting life lead you. This presentation will help audience members discover key tools for leading their lives such as how to grow more resilient, overcome challenges, become their best selves, and lead others to do the same!

- Discover how to grow their courage and resiliency even if they are starting from scratch
- Learn to master the 1% Advantage in their life and work in order to guarantee success no matter what obstacles stand in their way
- Discover how to turn their greatest adversities into their greatest advantages
- Be entertained by inspired by relevant, customized, and often hilarious examples, case studies, and interaction

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Thursday, November 21, 2024

8:30 a.m. – 11:30 a.m.

## *“Grant Writing Workshop”*

Robert Cipriano  
(1.5 CMC or MMC advanced education points)

Learn the grant writing process: plan content, search for funders & data, write and package a proposal, edit content, submit to a funder, follow-up. This is a customized workshop covering all aspects of the grant writing process, with strong class participation as learners work together to create a shared project. Learners will come away with a solid template for their own projects as they arise.

The Grant Writing workshop content expands to apply to modern Business Writing techniques, introducing a modern approach to all aspects of business writing. Attendees will leave with a writing process that results in stronger reports, procedures, general correspondence, and emails. They will learn to:

- Focus on **purpose/action** and **goal**
- Take on the **reader's viewpoint**
- Use **headlines** to help readers scan and navigate
- **Sequence** properly (action/main point at the top)
- **Streamline & Simplify** over-long sentences
- **Replace passive voice with active voice**
- **Avoid useless fluff** and **technical clichés**
- **Format: Bolding, Bullets, Blank Space**

- **Energize email subject lines** for impact
- **Prevent Tone issues:** cut negative, angry, stuffy messages

**Thursday, November 21, 2024**

1:30 p.m. – 4:30 p.m.

***“How to Thrive in the Age of Anxiety”***

Sulina Mohanty, Leadership Coach and Consultant  
(1.5 CMC or MMC advanced education points)

This workshop will be informative and interactive by nature. Participants will develop a supportive community, build knowledge on the impacts of stress, reflect on personal strengths and needs, and develop a personalized toolbox of strategies. The workshop will include presentations from youth regarding mental health, stress, and wellbeing. Clerks are at the front lines of municipal government. They are ‘welcomers’, gatekeepers, information disseminators and the face of cities and towns--facilitating an arena of respect, support, and growth will be emphasized. Written materials on mental health and support strategies will also be provided.

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**Friday, November 22, 2024**

8:30 a.m. – 10:30 a.m.

***“Reigniting Your SPARRK! 7 Strategies to Lead Through a New Lens”***

Gail Lowney Alofsin, President, Leadership at ALL Levels  
Author, Keynote Speaker, Workshop Leader and University Professor  
(1.0 CMC or MMC advanced education points)

Feeling Stuck? Set your compass on success as we focus on SPARRK!

From “Showing Up” to “Kaizen” – we will explore seven strategies to assist you and your colleagues with leadership and communication skills no matter what your level is in the company. This impactful presentation will leave you feeling more positive, energized, and motivated to focus on what YOU do best – resulting in higher productivity, employee engagement, customer retention and renewed passion and focus on what YOU can control.

That’s YOU! SPARRK Leadership! It’s GO Time!

- Learn how to employ 7 Leadership strategies to lead more effectively.
- Understand the power of effective communication.
- Identify opportunities to enhance relationships – professionally and personally.
- Learn and share tips to enhance your productivity – personally and professionally.
- Own your role in your organization/company’s success.
- Return to the office re-ignited, refreshed and full of SPARRK!

***STAY TO THE END FOR A CHANCE TO WIN A PRIZE!!***