

*Hyatt Regency Greenville  
February 21 – 23, 2018*

*International Institute of Municipal Clerks  
and  
Region III Conference  
SC Municipal Finance Officers, Clerks and Treasurers  
Association Spring Academy*

## Wednesday, February 21

**Noon – 4:30 p.m. MFOCTA Registration**

**1:00 – 1:30 p.m. Newcomers' Orientation**

New to MFOCTA or IIMC Region III? Learn about both organizations, the benefits of membership, training opportunities and national certification options.

**1:45 – 2:00 p.m. Welcome**

*MFOCTA President Carrie Johnson, Finance Director, City of Orangeburg*

**2:00 – 3:15 p.m. Growing Your City While Maintaining Its Charm**

*Mayor Knox White, City of Greenville*

Greenville has grown explosively over the past few decades. The city's thoughtful, deliberate approach to growth has catapulted Greenville into the national spotlight and served as a model for other cities across the country. Learn about the city's vision and its approach to balancing growth while preserving its character.

*Eligible for CMC/MMC: 1.25 hours, CPFA: .63, CPE: 1.5 hours (Economics)*

**3:15 – 3:30 p.m. Break**

**3:30 – 4:45 p.m. Growing Your Region Through Collaboration**

*Dean Hybl, Executive Director, Ten at the Top  
John Lummus, President and CEO, Upstate SC Alliance*

Regional collaboration has been the key to attracting and retaining high levels of investment in the Upstate. The result has been strong economic development and job growth and a high quality of life for the region's cities. Hear from panel members about their roles in fostering leadership growth and business development and their work with local governments on visioning, planning and development.

*Eligible for CMC/MMC: 1.25 hours, CPFA: .63, CPE: 1.5 hours (Economics)*

**6:00 – 8:00 p.m. Welcome to Greenville Reception**

*Upcountry History Museum*

## Thursday, February 22

**7:30 – 8:45 a.m. Continental Breakfast**

**8:45 – 9:00 a.m. Welcome and Session Instructions**

*MFOCTA President Carrie Johnson, Finance Director, City of Orangeburg*

**9:00 – 10:15 a.m. Breakout Sessions**

**Growing and Capitalizing on Your Brand**

*Jennifer Stilwell, Executive Vice President/Chief Strategic Officer, VisitGreenvilleSC*

It's hard to stand out when you are one of 30 Greenvilles across the country. However, thanks to a clever branding strategy, that is no longer the case for Greenville, S.C. The "Yeah, THAT Greenville!" campaign has become synonymous with Greenville and the Upstate's rise to one of the most talked-about, well-known regions in the Southeast. Learn about the successful rebranding of the Palmetto State's Greenville and some steps that you and your city can take to develop an effective brand.

*Eligible for CMC/MMC: 1.25 hours, CPFA: .63, CPE: 1.5 hours (Marketing)*

**Self-Supporting Financing in South Carolina**

*Ray Jones, Partner, Parker Poe Adams & Bernstein LLP*

For decades, municipal bond markets have been a major source for financing local infrastructure and community and economic development. The concept of self-sustainability in local project financing has gained acceptance throughout the United States. Learn about the laws governing self-supporting financing in South Carolina and financing strategies for local projects.

*Eligible for CMC/MMC: 1.25 hours, CPFA: .63, CPE: 1.5 hours (Finance)*

**10:15 – 10:30 a.m. Break**

**10:30 – 11:45 a.m. Breakout Sessions**

**Growing Your City Through Effective Partnerships**

*David McCuen, Assistant City Manager, City of Anderson*

*Mayor Blake Sanders, Town of West Pelzer*

The saying “No man is an island” is true for successful cities and towns. Hear from municipal officials about their successful and sometimes unsuccessful efforts to partner with other local governments to pursue economic development, implement special projects and events, promote their cities and more efficiently and effectively deliver services.

*Eligible for CMC/MMC: 1.25 hours, CPFA: .63, CPE: 1.5 hours (Business Management & Organization)*

### Tourism Taxes – Limitations, Uses and Financing Options

*Lawrence Flynn, Member, Pope Flynn Group*

In South Carolina, cities and towns have three primary sources of funding for tourism development, and the use of each is restricted by state law. Learn about the differences, similarities and execution of each. Also hear about the significant court cases that have arisen since the enactment of these funding sources, and pick up creative approaches to financing projects with tourism tax revenue.

*Eligible for CMC/MMC: 1.25 hours, CPFA: .63, CPE: 1.5 hours (Finance)*

**Noon – 1:45 p.m. Professional Development Luncheon**

### Own Your Runway: Business Secrets from a Recovering Beauty Queen

*Jane Jenkins Herlong, Speaker, Humorist and Former Miss South Carolina*

From the rows of tomato fields to the runway of the Miss America Pageant, Jane Jenkins Herlong found her path from the most unlikely challenge, and with a sense of humor, began her journey. Join us for this entertaining and insightful luncheon in which Herlong will share proven techniques for success that may be applied in municipal government.

*Eligible for CMC/MMC: 1.0 hour, CPE: 1.0 hour (Personal Development)*

**2:00 – 3:15 p.m. Growing Your Finances: Revenue Enhancement Strategies for Cities**

*Steffanie Dorn, Finance Director, City of Greenwood*

*Anne Harty, Chief Financial Officer, City of Rock Hill*

*David Seifert, Chief Financial Officer, City of Greer*

Revenue constraints and rising expenditures create an increasingly challenging fiscal environment for cities and towns. Given the limited number of revenue options, cities must explore every source and take steps to ensure that their revenue instruments are effective.

Don’t miss this discussion of creative approaches to funding operations, capital improvements programs and new projects and initiatives.

*Eligible for CMC/MMC: 1.25 hours, CPFA: .63, CPE: 1.5 hours (Finance)*

**3:15 – 3:30 p.m. Break**

**3:30 – 4:45 p.m. Planning, Facilitating and Managing Growth**

*Rick Cotton, City Administrator, City of Clemson*

*Dianna Gracely, City Administrator, City of Travelers Rest*

*David Vehaun, City Manager, City of Rock Hill*

Planning and facilitating growth requires a great deal of foresight and hard work. Managing growth once it begins often brings challenges. Hear from panel members about how they have planned for the future, catalyzed economic investment and managed the significant growth that has occurred in their communities.

*Eligible for CMC/MMC: 1.25 hours, CPFA: .63, CPE: 1.5 hours (Economics)*

**5:00 – 6:00 p.m. Exhibitor Reception**

**6:00 p.m. Experience Downtown Greenville (Dinner on Your Own)**

### Friday, February 23

**8:00 – 9:15 a.m. Full Breakfast with Exhibitors**

**9:30 – 11:00 a.m. IIMC Region III Membership Meeting**

**11:00 a.m. Adjourn**

## Registration Information

**Registration deadline is Wednesday, February 7.**

Registration includes continental or full breakfast each morning, hosted lunch, welcome and exhibitor receptions, and all educational materials. Register online at [www.masc.sc](http://www.masc.sc) or mail completed registration form and check made payable to the Municipal Association of SC to:

Municipal Association of SC  
PO Box 12220  
Columbia, SC 29211  
Attn: IIMC Region III Meeting

**Cancellations must be received by 5 p.m. on Wednesday, February 7.** Refunds will not be given after this date.

Conference attire is business casual. Meeting rooms may be cool, so please prepare accordingly. For special needs requests, contact Margie Wingard at [mwingard@masc.sc](mailto:mwingard@masc.sc) or 803.933.1276 by February 7, and we will accommodate you if possible.

## Accommodations

The IIMC Region III/MFOCTA Spring Academy will be held at the Hyatt Regency Greenville. A special room rate of \$159 per night plus applicable state and local taxes has been made available. Make reservations by calling 888.421.1442. Mention you are with the IIMC Region III Meeting to guarantee the group rate. **The reservation deadline is Tuesday, January 30.** Check-in time: 3 p.m. Check-out time: Noon. Self-parking is \$7.50 per day; valet parking is \$20 per day. A complimentary airport shuttle is available. Contact guest services at 864.235.1234 24 hours prior to your arrival to confirm shuttle times and arrange your pick-up.

## CPE/IIMC/APT Credits

### Continuing Education Credits for CPAs

Attendees must sign the attendance sheet and complete an evaluation form for each session. It is the attendees’ responsibility to determine if the sessions they attend qualify for CPE. While CPE program sponsors make a determination of credits, CPAs are obligated to claim credit only for activities through which they maintained or improved their competencies. These sessions qualify for 10 credit hours.

### CMC/MMC Credits

Attendees must sign the attendance sheet for each session and complete the Knowledge Transfer Questionnaire for each session that credit is sought. The number of credits allowed is determined at the sole discretion of the International Institute of Municipal Clerks. IIMC allows one point for every four hours of class time. These sessions qualify for up to 8.5 CMC/MMC hours.

### CPFA Points

Attendees must sign the attendance sheet for each session that credit is sought. These sessions qualify for 3.78 credit hours. The number of credits allowed is determined by the sole discretion of the Association of Public Treasurers of the U.S. and Canada.

## Contact Information

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## Registration Form

**IIMC Region III Annual Conference/MFOCTA Academy  
February 21 – 23, 2018**

### Name Badge Information

The following information will appear on your name badge for this meeting.

First name (example: Bill)

Full name (example: William J. Smith, Jr.)  Mr.  Ms.  Dr.

Title  New

Local government/business name

### Guest Information

Guest’s first/last name

City/State

### Contact Information

Birth month/day Last four digits of SSN  
*This combination of numbers is used as the officials’ personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.*

Local government/business name

Preferred mailing address  New Type:  Municipal  Business

City/State Zip

Preferred phone  New Type:  Municipal  Business  Mobile

Email address  New

*For additional attendees, make a copy of this form.*

### Registration Fees

<input type="checkbox"/> Conference	\$200	\$ _____
<input type="checkbox"/> Single day (Thursday, February 22)	\$100	\$ _____
<input type="checkbox"/> Guest	\$75	\$ _____

*(Guest registrations include the reception at the Upcountry History Museum and the exhibitor reception only.)*

**Total \$ \_\_\_\_\_**