

Municipal Human Resources Association

Annual Meeting November 12 – 14, 2025

Sonesta, Hilton Head Island
130 Shipyard Drive, Hilton Head Island, SC 29928

Wednesday, November 12

- 1:00 – 5:00 p.m. **Registration**
- 3:45 – 4:00 p.m. **Welcome**

*President Lynn Smith, Human Resources Director,
City of Conway*

- 4:00 – 5:00 p.m. **UNICORN Leadership**

*Kristi Straw, Founder, Lighthouse Leadership
Consultant*

Discover how UNICORN, an acronym for the core elements of powerful leadership, can transform your career. Learn to embrace new challenges, bet on yourself, lead with empathy and show up authentically to achieve meaningful impact and reach new milestones.

- 5:00 – 6:00 p.m. **Exhibitor Showcase and Reception**

This showcase will display exhibits of products and services that are of interest to human resources managers and staff. Light hors d’oeuvres will be served.

Thursday, November 13

- 8:00 a.m. – noon **Registration Open**
- 8:00 – 9:00 a.m. **Breakfast with Exhibitors**
- 9:00 – 9:15 a.m. **Exhibitor Introductions**
- 9:15 – 10:00 a.m. **Boosting Employee Engagement**

Adam Emrick, City Administrator, City of Conway

Join the city administrator from the City of Conway as he shares practical strategies and real-world examples for increasing employee engagement in municipal government.

This session will explore how Conway fosters a positive workplace culture, encourages open communication and empowers staff across departments to stay motivated and connected to the community they serve. Walk away with actionable ideas to strengthen engagement within your municipality

- 10:00 – 10:15 a.m. **Break**
- 10:15 – 11:30 a.m. **Building Better Government From Within: Workforce Excellence and Resident Satisfaction With Local Government**

Bob Lavigna, Senior Fellow – Public Sector, UKG

Groundbreaking research from UKG and Polco shows that effective local government HR practices are strongly linked to resident satisfaction with government services and quality of life. Survey data reveal that municipalities with high HR effectiveness also score high in overall resident satisfaction. As one HR director put it: “Happy employees, happy residents.” This session will share the research findings and highlight best practices from top-performing HR departments, providing clear evidence that investing in the workforce benefits both government and the people it serves.

- 11:30 – 11:45 a.m. **Break**
- 11:45 a.m. – 12:15 p.m. **Chair Yoga for Stress Relief and Focus**

*Eveline B. Moss, Human Resources Coordinator,
City of Anderson*

Take a quick wellness break with Eveline Moss in this 30-minute chair yoga session. You’ll learn simple, seated stretches and breathing techniques to reduce stress, improve posture and boost focus — no yoga experience needed.

12:15 – 1:15 p.m. Networking Luncheon

**1:15 – 2:15 p.m. Work Smarter, Not Harder,
Using AI**

*Kevin Benson, Senior Business Development
Executive, VC3*

Discover how AI can help you work smarter, not harder. This session explores practical ways AI can take on routine or manual tasks — like using robotic lawn mowers instead of hiring grounds staff — and other applications that help HR professionals cut costs, save time and boost efficiency.

2:15 – 2:30 p.m. Break

2:30 – 4:15 p.m. Roundtable Discussions

Join fellow HR professionals for a dynamic roundtable session covering wellness and mental health, supervisor development, AI in the workplace, workers' comp, and legal insights. Attendees will rotate through each topic, with 20 minutes dedicated to discussion at each table. This is a great opportunity to share experiences, ask questions and gain practical takeaways from peers.

Friday, November 14

8:00 – 8:45 a.m. Breakfast

**8:45 – 9:30 a.m. From Paper to Practice:
Building Better Handbooks
and Job Descriptions**

Stephanie Dillon, Lead HR Advisor; Catapult

Clear, up-to-date handbook policies and job descriptions are essential for effective HR management. This session will explore best practices for drafting, updating and aligning these documents with legal requirements and organizational goals. Walk away with practical tips to ensure consistency, compliance and clarity across your workforce.

9:30 – 9:45 a.m. Break

9:45 – 10:30 a.m. Legal Updates

Fred A. Williams, Attorney, Bettis Law Group, LLC

Legal updates are necessary for human resources staff. This session will provide a general legal update, including the latest on the “One Big Beautiful Bill” and what to watch for as this new legislation takes shape.

**10:30 – 11:00 a.m. Business Meeting and
Door Prizes**

11:00 a.m. Adjourn

Who We Are

The SC Municipal Human Resources Association's main objectives are to promote sound personnel administration, to encourage innovative programs and to provide information and the opportunity to exchange ideas. For more information, visit www.masc.sc (keyword: MHRA).

Continuing Education Credit

MHRA has been approved as a Society for Human Resource Management Recertification Provider for the two-year term from May 1, 2025, to May 31, 2027. Information about submitting this meeting for credit from SHRM will be available in the meeting program.

Upcoming Meeting

Spring Meeting
April 23, 2026
Hilton Garden Inn
West Columbia Airport

Annual Meeting
November 11 – 13, 2026
Embassy Suites Charleston Harbor
Mount Pleasant



**Municipal Association
of South Carolina**

1411 Gervais Street
PO Box 12109
Columbia, SC 29211
www.masc.sc

*The SC Municipal Human Resources Association is
an affiliate of the Municipal Association of SC.*

Board of Directors

President

Lynn Smith
Human Resources Director
City of Conway

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Mark Putnam
Human Resources Director
City of Mauldin

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City of Anderson

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Deana Keever
Human Resources Director
City of Rock Hill

Hotel Information

Special room rates of \$179 are available at the Sonesta Resort Hilton Head Island. **Make reservations online using the hotel booking link by October 12, 2025.** There will be a daily resort fee of \$30; self-parking is free. Visit the Municipal Association's website to find more information about hotel reservations.

Sonesta Resort

130 Shipyard Dr.
Hilton Head Island, SC 29928

Room rate: \$179 plus taxes and fees

Check in: 4 p.m.

Check out: 11 a.m.

Registration Information

Online registration is available for the meeting. Save time and postage by logging on to www.masc.sc to register. Online registrations must be paid by Visa or MasterCard. **The registration deadline is October 29.** Registration fees of \$280 for members and \$300 for nonmembers include educational materials, an exhibitor reception on November 12, breakfast and lunch on November 13, and breakfast on November 14.

Guest registration includes an exhibitor reception on November 12 and breakfast on November 13 and 14. Guests may not attend sessions unless they purchase a full meeting registration.

Register online at www.masc.sc or mail completed registration form and check made payable to the Municipal Association of SC to:

MASC
PO Box 12220
Columbia, SC 29211
ATTN: MHRA

Cancellations must be received by 5 p.m. on October 29. Refunds will not be given after this date.

Conference attire is business casual. The session rooms may be cool, so you may want to bring a sweater or jacket.

For special needs requests, contact Dawn Dukes at 803.933.1240 or ddukes@masc.sc by October 29, and we will accommodate if possible.

Contact Information

Lea Ann Mitchell

Staff Associate for Affiliate Services
Municipal Association of SC
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Dawn Dukes

Administrative Assistant
Municipal Association of SC
803.933.1240 | ddukes@masc.sc

Registration Form MHRA Annual Meeting November 12 – 14, 2025

Name Badge Information

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

First Name (example: Bill)

Full Name (example: William Smith)

Job Title ☐ New

Local government/company

Guest Information

Guest's First/Last Name

City/State

Registrant's Contact Information

Birth month/day Last four digits of SSN

This combination of numbers is used as the official's personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Preferred mailing address ☐ New Type: ☐ Municipal ☐ Business

City/State Zip

Preferred phone ☐ New Type: ☐ Municipal ☐ Business ☐ Mobile

Email Address ☐ New

Registration Fees

- | | | |
|------------------------------------|-------|---|
| <input type="checkbox"/> Member | \$280 | <i>Includes educational materials, an exhibitor reception on November 12, breakfast and lunch on November 13, and breakfast on November 14.</i> |
| <input type="checkbox"/> Nonmember | \$300 | <i>Includes educational materials, an exhibitor reception on November 12, breakfast and lunch on November 13, and breakfast on November 14</i> |
| <input type="checkbox"/> Guest | \$75 | <i>Includes an exhibitor reception on November 12 and breakfast on November 13 and 14.</i> |

Total \$ _____