



Every year our professionally led Education workshops attract more than 400 participants. AMM Education workshops are highly interactive, affordable, capacity building training seminars. Participants will receive specialized instruction on topics like ethics, strategic planning, leadership and team building, municipal finance, and personnel issues.

Our first Education Workshop of 2007 is coming up right after MOS. Plan to attend!

Human Resources for Elected Officials • Keystone Centre, Brandon
 Wednesday, February 28, 2007 – 9:00 a.m. to 3:30 p.m.
 (Registration Fee: \$100.00 plus GST)

A select group of facilitators will review the details of human resources that elected officials are involved in, including the job description of your municipality's CAO, CAO performance appraisals, municipal employee benefits, and what councils need to know about media relations.

Topics & Presenters

Topic: CAO Job Description

Presenters: Gail Anderson & Linda Baleja, Municipal Services Officers, Manitoba Intergovernmental Affairs

The ability to attract and retain employees is rapidly becoming a critical issue for all organizations. Many municipalities are facing, or soon will be facing the prospect of replacing their retiring Chief Administrative Officer (CAO) or other key employees.

Intergovernmental Affairs has developed *A Guide to Hiring Your Chief Administrative Officer* for municipalities as a resource to assist in the planning and implementation of an effective recruitment and retention strategy. Gail and Linda will provide an overview of the Guide and discuss the many strategies that can be used to improve the recruitment and retention of CAOs as well as other employees.

Topic: The Performance Appraisal of your Municipality's CAO

Presenter: Sheila Bayda, Senior Consultant with People First HR Services.

Sheila Bayda is a Human Resource professional with more than 12 years of consulting

experience in the private and public sectors. A member of the Human Resource Management Association of Winnipeg, Sheila has helped businesses manage organizational reviews, strategic planning efforts, performance management solutions and executive recruitment activities.

Sheila will explain the importance of CAO performance management, in terms of the approach, the process, and “dealing with the good, the bad and the ugly around performance management and appraisals.”

Topic: The Municipal Employees Benefits Program

Presenter: Rose Neufeld, Executive Director of the Municipal Employees Benefits Program (MEBP)

Rose Neufeld is the Executive Director of the Municipal Employees Benefits Program, which provides pension, disability income and group life insurance protection to municipal employees. Rose is certified in employee benefits and has completed her Pension Plan Administration Certificate course through Humber College. Topics in this session will include the role of the municipal employer as well as a description of the benefits offered by MEBP.

Topic: Media Relations 101 with the MediaBank

Presenter: Shirley Muir, President of The MediaBank

Shirley Muir knows how stories are told, heard and interpreted, because she's done it. Her career includes 15 years in the media in both print and television. She went on to become Public Affairs Manager for the City of Winnipeg where media relations and crisis management was a daily task. Today as a communications consultant, she uses her experience to help her clients tell their stories with clarity and to move public opinion.

By engaging and responding to the media, you can make a dramatic difference in the way taxpayers and voters think of you, your leadership and key community projects that you are championing.



Choose which registration method is best for you.

1. Visit the AMM website at www.amm.mb.ca to register online.
2. Email Donna Belbin at dbelbin@amm.mb.ca

All forms of registration will receive a confirmation.

Never say “No Comment”



Shirley Muir, President of The MediaBank, will present

“Media Relations 101” at the AMM Education Session on February 28. This session is filled with practice tips and advice to help you keep a cool head and dry palms under the hot lights.

According to Shirley, “whether you’re a municipality that just dumped raw sewage in the river, a school principal with a bomb threat, or a business with a box of files that just went missing, the tips and tools you’ll need to understand the ensuing media coverage are the same.”

One of Shirley’s tips is to never say “no comment.” “It leaves the impression you’re hiding something,” says Muir. “When you think you have to say “no comment,” it’s usually because there are legal or privacy issues that prevent you from speaking. Saying, “I’m afraid because of privacy concerns we’re unable to discuss this in any more detail” is a perfectly good answer. It’s more than “no comment.” It actually answers the question.”

Questions



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