



MOCCFOA SPRING INSTITUTE

2026

March 8th - 12th, 2026
Wyndham Executive Center
2200 Interstate 70 Dr. SW
Columbia, MO 65203

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About MOCCFOA



The Missouri City Clerks and Finance Officers Association (MoCCFOA) is dedicated to providing its members with continuous educational opportunities that enhance their professional skills and support them in their daily responsibilities. Our organization promotes excellence through certification programs and comprehensive member support, fostering high standards of quality, integrity, and professionalism. MoCCFOA is committed to advancing effective methods and practices that enable members to serve the public with the highest level of efficiency and effectiveness.



Conference Agenda

Pre Conference Sessions

| Master Academy | Sunday, March 8th | |
|-----------------------|---|-----------------------------|
| 9:00 - 12:00 | Balance is BS: Thriving in the Tension of Municipal Life & Leadership | Seth Winterhalter |
| 1:00 - 5:00 | The Strategic Pause: From Constant Crisis to Calculated Impact | Seth Winterhalter |
| New Clerks | Monday, March 9th | |
| 8:00 am - 12:00 pm | Sunshine Law | Christine Bushyhead |
| 1:00 pm - 5:00 pm | New Clerks Orientation | Leesa Ross and Joann Cova |
| Master Academy | Monday, March 9th | |
| 8:30 am - 12:00 pm | Managing Change/Team Building | KU Public Management Center |
| 1:00 pm - 4:30 pm | Diversity and Inclusion/Civility and inclusivity in the workplace | KU Public Management Center |

Spring Institute Sessions

| Tuesday, March 10th | | |
|------------------------------|---|--------------------------------------|
| 8:00 - 9:45 | Social media | Nick Woodman |
| 10:00 - 11:45 | What Your City Attorney Wants You to Know | Nick Woodman |
| 1:00 - 2:45 | Effective Feedback | Tyler Enslin |
| 3:00 - 4:45 | Enhance Your Presentation Skills | Tyler Enslin |
| Wednesday, March 11th | | |
| 8:00 - 9:45 | Parliamentary Procedure | Dr. Karen Goodwin |
| 10:00 - 11:45 | Ethics | MEC-Kaley Berry |
| 1:00 - 2:45 | Records Management and Archiving | SOS: Becky Carlson and Mary McIntosh |
| 3:00 - 4:45 | Election Law 101 | Kevin O'Keefe |
| Thursday, March 12th | | |
| 8:00 - 9:45 | Identity Theft | Ray Barry, AQM Inc. |
| 10:00 - 11:45 | The Resilience Ride | Susie Arbo |



Course Descriptions

Master Academy

Balance is BS: Thriving in the Tension of Municipal Life & Leadership

For city clerks and finance officers, “balance” isn’t just hard; it’s impossible. Between elections, agendas, records, audits, and public pressure, the work rarely stops and recognition rarely comes. The result? Burnout disguised as dedication.

In this transformational session, Seth Winterhalter pulls back the curtain on the myth of balance and offers something better: a new mindset for thriving in the tension instead of being crushed by it.

Using humor, honesty, and real stories from municipal leaders, Seth helps clerks and finance professionals reframe their role not as endless juggling, but as purposeful tension where passion, service, and sanity can all coexist.

You’ll walk away with:

- A framework for navigating pressure without losing purpose
- Tools to reset your energy and boundaries before burnout hits
- Practical ways to lead from the middle when pulled in every direction This isn’t about doing less; it’s about doing what matters most, with clarity, strength, and joy.

The Strategic Pause: From Constant Crisis to Calculated Impact

If Balance is Bullsh*t helps us see the big picture, why chasing balance leads to burnout and how to think and lead with intention, The Strategic Pause takes us one level deeper.

This session moves from mindset to method, giving you practical tools to live, work, and lead with clarity in the chaos of municipal life. Because thriving in tension isn’t just about perspective; it’s about rhythm.

For city clerks and finance officers managing endless demands, “pause” can sound impossible. But strategic pauses—small, intentional moments built into your days, weeks, and months—are what keep you focused, grounded, and able to bring your best self to every arena of life: your work, your relationships, and your own well-being.

Through humor, story, and simple frameworks, Seth Winterhalter will help you design a sustainable pattern for renewal and performance that actually fits the municipal world.

You’ll learn how to:

- Recognize the early signs of depletion and intervene before burnout hits
- Apply “The Triangle of Rest” to create daily, weekly, and seasonal renewal rhythms
- Protect your energy and priorities through intentional boundaries
- Re-engage your sense of purpose and presence in every area of life

This session turns reflection into action, helping you transform the insights from Balance is Bullsh*t into a daily, repeatable practice of focus, strength, and renewal.



New Clerks



Sunshine Law

During this class, we will take a deep dive into the Missouri Sunshine Law and discuss requirements for public meetings, public notices, voting, meeting minutes, record requests, and special rules for law enforcement records. We will discuss best practices and nuances of the Missouri Sunshine Laws and Record Retention. If time allows, we will also discuss codification and local government authority and limitations.

New Clerks Nuts and Bolts

During this class, we will take a deep dive into the requirements for public meetings, public notices, voting, meeting minutes, record requests, and special rules for law enforcement records. We will discuss best practices and nuances of clerk, mayor, council and city relationships. We will also discuss ethics and conflict of interests and local government authority and limitations.

Master Academy



Managing Change and Building High-Performance Teams

In this interactive session, participants will explore how to lead organizational change and strengthen team performance by fostering collaboration, leadership at all levels, and shared purpose. Successful change management hinges on understanding that change is both technical and psychological. By understanding the relationship between tasks, identities, and relationships, public sector leaders advancing change will see far greater buy-in and resilience. In the later morning, we'll use this foundation to build the key structures and cultural norms of high-performing teams. Participants will evaluate the strength of their current organizational hierarchies and consider concrete strategies to promote stronger engagement and collective ownership.

Inclusive Leadership and Confronting Incivility in the Public Sector

This interactive session centers on inclusive leadership and the broader civic context in which public servants work—an environment increasingly marked by heightened politicization, distrust, and the devaluing of public-sector work. Participants will examine how psychological safety and a sense of belonging can transform an organization into an employer of choice—one where each team member contributes at a level fitting their potential. Then, we'll examine this rise in incivility and a concrete avenue of response: narrative leadership. Narrative leadership can help leaders foster belonging within their teams while also engaging communities with clarity, civility, and purpose.



Spring Institute



Social Media

In today's digital landscape, managing official social media accounts requires careful attention to First Amendment rights to ensure municipal compliance. This essential session is designed to provide City Clerks with a clear, manageable roadmap for navigating these issues and building public trust. We will clarify the Supreme Court's recent *Lindke v. Freed* (2024) ruling, providing the critical test to properly distinguish between an official's private and government action. Attendees will review the foundational Forum Analysis used to set legal and reasonable rules for public comments. Crucially, you will walk away with best practices for policy implementation, including designing clear internal guidelines, designating account managers, and confidently fulfilling records retention obligations.

What Your City Attorney Wants You to Know

This guided, interactive session is designed to give city clerks a practical, behind-the-scenes look at the key issues their city attorneys wish they understood. Participants will engage in a facilitated discussion covering a variety of relevant topics, such as sovereign immunity insurance, Missouri Ethics Commission Yearly Ordinance, Internal HR Investigations, the Municipal Statutes of Frauds, and effective communication between clerks and legal counsel.

Attendees will have the opportunity to share experiences, ask questions, and explore best practices that strengthen the clerk-attorney partnership. Whether you're new to the profession or a seasoned clerk, this session offers valuable insights to help you support your community, protect your city, and work more efficiently with your legal team.

Effective Feedback



Creating a culture that embraces frequent candid feedback is essential to the growth of both individuals and organizations. Without it, productivity falls, communication becomes ineffective, and ultimately employee engagement and retention suffer. Although these facts are well known, many still avoid feedback because it can by nature be uncomfortable or even feel personal at times. In this highly interactive training participants will be equipped with specific skills to deliver even challenging feedback in a way that is both effective and empathetic. Also attendees of this program will learn specific techniques to receive feedback in a way that allows them to manage their internal and external responses, and as a result gain value from each exchange. While this topic is of particular interest to those in leadership roles, the concepts discussed in this training are essential for employees of all levels to implement.



Spring Institute Cont....



Presenters - Enhance Your Skills

We all know the positive impact that a highly skilled presenter can have on a meeting, training, or presentation. They can take a seemingly bland topic and make it compelling, turn a simple question into an intriguing group discussion, or use an objection to uncover a valuable lesson. We also know that when a presenter is lacking skills, it can create the opposite effect. Even the most relevant topics can somehow seem less interesting, and content that should engage and captivate the audience often falls flat. In this highly interactive training, presenters will learn specific skills that can help them to connect with their audience, create meaningful participation, remain organized, handle challenging participants, and deliver maximum value. If you facilitate trainings, lead meetings, give lectures, or deliver interactive presentations, the principles in this workshop will enhance your skills.

Foundations of Parliamentary Procedure

This course equips participants with the fundamental skills needed to run or help your board to run efficient, fair, and productive meetings. Through an accessible introduction to key principles—such as motions, debate, voting methods, and meeting structure—learners gain the confidence to contribute meaningfully and uphold organizational standards. Ideal for city clerks, board members, committee leaders, and anyone seeking to enhance their leadership and facilitation abilities.

Ethics

In Missouri, many candidates and public officials disclose their personal financial information with the Missouri Ethics Commission (MEC) in an effort to prevent potential conflicts of interest. The MEC relies heavily on the work done by Missouri's city clerks throughout the year to ensure that this process runs smoothly. This course will detail the tasks that cities complete on an annual basis and in relation to an election cycle to ensure that Missouri's personal financial disclosure requirements are met. Topics covered include submitting a city's annual operating budget information, adopting a conflict of interest ordinance, receiving election packets, submitting a city's list of personal financial disclosure filers, and more.

Records Management and Archiving

Records management is an integral part of a record custodian's duties. Utilizing the Local Records retention schedules to dispose of records which have met retention will help keep record storage areas clear of unnecessary records and provide space for the records being created every day. This session will include discussion of retention schedules and other records management strategies.

Spring Institute Cont....



Election Law 101

New to elections and wondering what you've gotten yourself into? Experienced in elections and wondering how to make it so the right people win? This session breaks down the laws, rules, and "wait... we have to do what now?" requirements that govern elections in Missouri. From pre-election notices, to candidate filings, to ballot certification, to ballot box stuffing, post-election procedures, and all the legal fine print in between, you'll get a crash course in how it all fits together and the clerk's pivotal role in all of it. We'll cover common pitfalls (so you can avoid learning them the hard way) and share practical tips for staying compliant, confident, and only mildly caffeinated. Perfect for new clerks, election staff, and anyone who wants to understand election law without needing a law degree—or a stress ball.

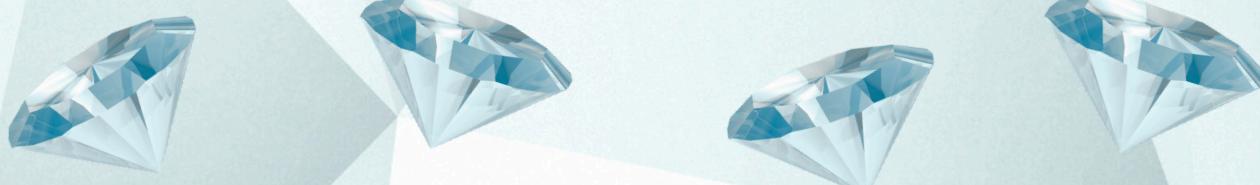
PS. The "right" result and ballot stuffing stuff is just there to see if you're reading the material. It's not part of the program.

Identity Theft

This 2-hour training course equips IT professionals and technical stakeholders with practical skills to prevent, detect, and respond to identity-based threats within modern enterprise environments. Using a combination of slides, speaker notes, interactive questions, and a final quiz, the course provides both conceptual understanding and actionable controls.

The Resilience Ride

From the sidelines of the NFL to the saddle of a galloping horse, Susie Arbo knows what it takes to rise above obstacles with heart and determination. In this inspiring keynote, she shares how life's setbacks can actually become setups for strength, growth, and resilience. Blending her unique journey as a Kansas City Chiefs cheerleader and Warpaint rider with practical tools for perseverance, Susie empowers audiences to face challenges with courage, optimism, and grit – and to keep cheering through every season of life.



Gems of Information

Dress Code

Business casual is recommended for all sessions, and semi-formal attire for the banquet. We kindly ask that jeans and shorts be avoided during the sessions. For all other events—and for your drive home on Thursday morning—please feel free to dress in whatever is most comfortable for you.

What to Bring

Clothes (casual, business casual and semi formal—don't forget shoes!) Business cards for the exhibit hall and networking. Pens and extra paper to take notes with.

FlexiQuiz

We use program called FlexiQuiz for assessments after attending a session. After each session you will be required to answer a 10 question quiz, when you pass the quiz you will immediately receive your certificate for that session.

Division Meetings

Division meetings are your opportunity to meet clerks that live and work nearest you. These clerks are your most readily available source for questions, concerns and of course information. Join in on your division meetings throughout the year, many divisions even have meetings throughout the institute. Meetings will be posted in the app.

Hotel Information

Wyndham Executive Center Columbia, (573) 416-0447
2200 I-70 Drive SW, Columbia, MO 65203

\$ 117.00 per room - Code: CCF Click here for electronic link to hotel booking. [CCFOA 2026](#)
Use the code above when making reservations by phone. Please reserve by February 9th to guarantee group rate. Hotel is not included in your registration fee, you must contact the hotel directly to make reservations. In order to avoid state taxes, be sure to provide the hotel with your tax exempt letter. If you will be paying with a credit card that you will not have with you, you must ask the hotel for a credit card authorization form in advance.

General Sessions

Doors will open 15 minutes before morning session. Please limit saving seats so that our new clerks can meet and mingle with seasoned professionals.

Conference App

We will again be using a conference app to provide all materials, documents, presentations, handouts, speaker details, and other resources previously found in the conference binder. If you prefer printed copies, please download and print them in advance, as binders will not be provided.

Once the app is ready, Karen will send an invitation to all registered attendees. After downloading, please personalize your profile by updating your contact information and adding a photo to enhance your conference and networking experience.

The app can be accessed on Android, iPhone, tablets, or desktop. Please log in using the email you registered with. If you need assistance, contact Karen Goodwin.

Gems of Information Continued...

Committees

Get involved in the Association! Sign up for committees by clicking on the committee icon on the app and you will be directed to the online fillable committee application form or pick up a paper copy at the registration desk.

Reception & Awards Banquet

Join us on March 11th to celebrate those who have attained certification levels, met hours of training milestones, and those who are being sworn in as officers. We will also be celebrating the 2026 Outstanding City Clerk. Reception starting at 6:30 PM. Banquet to follow beginning at 7:30 PM. The banquet ticket is not included with your Spring Institute registration. Guests will also require a ticket for an additional fee.

Exhibit Hall

Visit the exhibit hall during breaks and exhibit hours! These businesses help us provide the outstanding programming you receive for the week, so show your support by checking out their business—they may be useful for your city!

Hospitality Room

Join us in the hospitality room on March 9th and 10th from 7 PM to 10 PM; March 11 till 11 PM. This year the hospitality room is being sponsored by East and East Central Divisions with trivia on Monday, games on Tuesday and “Dress to Impress” for the Wednesday 75th Anniversary Banquet Celebration along with a “Bedazzle your Duck” contest. Look for more information in the future

Meals

The following will be the only meals and refreshments provided:

New Clerks Institute—New Clerks Mixer and Luncheon.

Master Academies—no meals provided

Spring Institute—Tuesday breakfast, Wednesday breakfast, and banquet (with a paid ticket), Thursday breakfast.

If you have special dietary restrictions, contact

Karen Goodwin @ MOCCFOAinstitutedirector@gmail.com

Evaluations/Certificates

Session and overall conference evaluations will be located on the conference app. Certificates will be issued after successful completion of Flexiquiz in each individual session.

Registration Information

All registration will be completed online. If you are unable to register electronically, please contact Karen Goodwin at moccfoainstitutedirector@gmail.com.

A banquet ticket is not included with full Spring Institute registration and guests will require a separately purchased ticket.

Payments may be made either by credit card during online registration or by selecting the “invoice” option to receive a printed invoice.

There will be four separate registration links (New Clerks, Master Academy 1, Master Academy 2, and Spring Institute). Please be sure to register for each session you plan to attend.

| | | Member Rate | Non-Member Rate | Register by clicking the link below |
|-----------------------|---|-------------|-----------------|-------------------------------------|
| New Clerks' Institute | Monday March 9 | \$135 | \$185 | Register |
| Master Academy | Sunday March 8 | \$145 | \$195 | Register |
| | Monday March 9 | \$145 | \$195 | Register |
| | Full Conf. | \$270 | \$340 | Register |
| | One Day | \$135 | \$185 | |
| | Thursday, March 12 Only | \$70 | \$95 | |
| Banquet Ticket | Wednesday, March 11 (not included in institute price) | | \$50 | |

Cancellation Policy

30+ days in advance will receive a 100% refund, 15-29 days in advance will receive a 75% refund, 14 Day or less in advance will receive no refund.

(Extenuating circumstances to be evaluated by the executive board)

Substitutions are allowed, please let us know the substitute's name.

Speakers and topics are subject to change.

**If you have any questions, or need assistance, please contact Dr. Karen Goodwin, @
MOCCFOA institutedirector@gmail.com.**