



# Northern California City Clerks Association (NCCCA) Division/Business Meeting

Friday, September 25, 2009

**HOST CITY:** City of Walnut Creek

**WHEN:** Friday, September 25, 2009

**WHERE:** Boundary Oak Golf Course – Clubhouse  
3800 Valley Vista Road, Walnut Creek, CA 94598  
(925) 934-4775 click below for directions:  
[http://www.playboundaryoak.com/page.php?page\\_id=388&name=Directions](http://www.playboundaryoak.com/page.php?page_id=388&name=Directions)

**BOARD MEETING:** 8:00 a.m. – 8:30 a.m.

**REGISTRATION:** 8:00 am – Fruit, Juices, Coffee, Tea, Decaf

**PROGRAM:** 8:30 a.m. – 12:00 p.m.  
“The Role of Language in Professional Development” presented by Paul R. Craig, Senior Research Fellow (Retired)  
The Institute of Government and Public Affairs  
University of Illinois, Urbana/Champaign  
  
IIMC Certification Credits Pending  
(.5 points CMC/ MMC; 3 hours recertification)

**BUSINESS MEETING:** 12:00 p.m. – 12:30 p.m. – swearing in of new officers

**LUNCHEON:** 12:30 p.m. – 1:30 p.m. – Plated Lunch: Entrée size Cobb salad, fresh baked rolls and Chef’s dessert.

**DEADLINE:** Friday, September 18, 2009. No cancellations after that date. Note that reservations made and not canceled will be billed.

*(Detach and mail portion below with your check for \$40 made payable to NCCCA)*

- I will attend the NCCCA meeting and luncheon. Enclosed is my check for \$40.
- I will attend the NCCCA meeting but will not eat lunch. Enclosed is my check for \$25.
- I will attend the meeting and will pay at the door: *(circle one)* \$40 to include lunch **OR** \$25 for the meeting only.

Name/Title: \_\_\_\_\_

City: \_\_\_\_\_

Email: \_\_\_\_\_

**Mail to:** Patrice M. Olds  
City Clerk  
City of Walnut Creek  
P.O. Box 8039  
Walnut Creek, CA. 94596  
phone: (925) 943-5818  
Fax: (925) 943-5897  
email: [olds@walnut-creek.org](mailto:olds@walnut-creek.org)

- New City Clerk     First Meeting

***Please see attached flyer for program details***



*NCCCA Program*  
*Friday, September 25, 2009*

## **“The Role of Language in Professional Development”**

So much emphasis has been placed on the importance of attitude and critical thinking in leadership success that their influence has become undeniable. However, it is, even today, a rarity that we see in print or hear in lectures anything about the role of language in attitude or critical thinking. Contrary to common belief that what we think influences the words and sentences we utter and write, we now know the opposite is closer to the truth. The words we utter and write influence the way we think, what we believe and how we behave.

Language mastery is the most commonly overlooked element in professional development and success. In fact, it is largely overlooked in the education and training of men and women for important roles in society. As a consequence, the language skills of Americans are declining and this is going on largely unnoticed.

In this session, an argument will be put forth on the importance of language development to augment thinking, reasoning and decision-making. This session is not a course in neurobiology, nor is it technical in nature. It seeks understanding and language improvement through awareness of the power of language and the advantage one gets from increased mastery of language. It is practical and practitioner oriented and uses examples from real conversations, arguments and written documents to illustrate important points. In this course, students will get a glimpse of the structure of language and how it enhances or inhibits our ability to reason well and think critically.

### *About Presenter Paul Craig*

Paul Craig spent thirty years in state government and retired at the end of 1993. Immediately following his retirement he was appointed to the faculty of the Institute of Government and Public Affairs as a Senior Fellow. His academic training is in fine arts as an undergraduate and in science and public administration at the graduate level. He has authored numerous articles on language, organizational development, problem solving, planning, and, the relationships between natural law and the behavior of large organizations. His research interest is focused on the role of language in professional development, the relationships between leadership and critical thinking in organizational performance, and the linkage between literature and professional development.

In fourteen years at the University of Illinois he conducted organizational and performance reviews of State and Local government; was the chief administrator of the leadership development initiatives, including the Athenian Leadership Society; and he has also served as the Institute Director for the Municipal Clerks of Illinois. He currently advises government clients on matters of both public policy and executive development.

Paul retired from his academic position at the University of Illinois on December 31, 2007. He continues to be the academic director of the Athenian Leadership Society; an international program for municipal officials that is centered on dialogs using contemporary and classic books. In addition to his work with the Athenian Leadership Society, he also plans and conducts similar leadership dialogues across the United States for elected and appointed leaders.