

②

**Masser, Michelle**

---

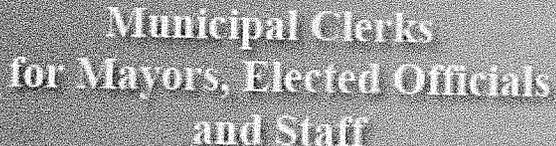
**From:** Lashway, Lisa  
**Sent:** Wednesday, January 30, 2013 3:48 PM  
**To:** Canning, Sean; Masser, Michelle  
**Subject:** FW: I. NJLM Educational Foundation, Inc. Upcoming Program II. 2012 Guide to Unfunded Mandates

Lisa Lashway  
Mt. Olive Twp. Clerk  
973-691-0900 Ext. 7291  
FAX 973-691-2080  
PO Box 450  
Budd Lake, NJ 07828

---

**From:** NJLM to Municipal Officials [mailto:njlm-clerks@cityconnections.com]  
**Sent:** Wednesday, January 30, 2013 3:41 PM  
**To:** Lashway, Lisa  
**Subject:** I. NJLM Educational Foundation, Inc. Upcoming Program II. 2012 Guide to Unfunded Mandates

To view an online version of this email, click [here](#).



**NJLM Educational Foundation, Inc. upcoming program**

**Re: I. CRISIS COMMUNICATIONS - TECHNIQUES FOR COMMUNICATING WITH CONSTITUENTS, THE MEDIA, AND SERVICE PROVIDERS**

**MARCH 22, 2013**

8:30AM – 12:00PM  
The Conference Center at Mercer County College  
1200 Old Trenton Rd.  
West Windsor, NJ 08550

Registration Form Attached or at <http://www.njslom.org/seminars.html>

**CEU's: CMFO/CCFO-4.0 OFF MGMT/ANC; CPWM-4.0MGMT; RMC-4.0  
PROF DEVEL**

Whether the crisis is a natural disaster, security emergency, a leadership vacuum, or any loss that impacts an entire community, understanding the basic approach to crisis communication will help you limit damage. Learn who you should communicate with; what methods of communication work best; what techniques are appropriate or inappropriate; what to do when communication technology fails; who should deliver messages to various stakeholders – and more.

Understanding how proper communication affects recovery from many forms of crisis is important at many levels. This Educational Foundation Event provides information for anyone tasked with communicating during a crisis – whether at a department head level, public figure, or crisis manager.

**Moderator:** Paul Matacera, Educational Foundation Trustee; Partner, MBI Gluck Shaw; Past President, League of Municipalities; Former Mayor, North Brunswick

**Presenters:**

**Michael Turner, President, Burton Trent Public Affairs, LLC**  
“An Overview and Framework for Crisis Communication”

**Lt. Thomas Scardino**, Assistant Bureau Chief, Emergency Preparedness Bureau Emergency Management Section; Homeland Security Branch, NJ State Police

“Basics of Intergovernmental Crisis Communication”

**Joe Ryan**, Public Information Officer, Bayonne

**Debbi Winogracki**, Public Information Officer, Toms River Township  
“Basics of Crisis Communication with the Public – from press to social media”

**\*\*IN CASE OF INCLEMENT WEATHER OR CANCELLATION:** We will announce emergency seminar cancellations via recorded announcement on our Weather Hotline: **609-695-3481 ext. 200** and post announcements on our website [www.njlmef.org](http://www.njlmef.org) or [www.njslom.org](http://www.njslom.org) after 6:00am on the morning of the meeting.

---

**Re: II. 2012 Guide to Unfunded Mandates**

**\$15 Members/\$18 Non-Members**

The League is pleased to publish this **First Edition** of the **Guide to Local Unfunded Mandates**.

This book gives local officials access to the constitutional amendment and statute that prohibit certain local unfunded mandates. It also provides the procedural rules for practicing before the Council on Local Mandates as well as a summary of the Council's seventeen decisions.

**DON'T WAIT. ORDER YOUR COPIES TODAY.**

**Please Send Form Along With Voucher, Purchase Order or Payment**

To: 222 West State Street, Trenton, NJ 08608

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Municipality: \_\_\_\_\_

Phone #: \_\_\_\_\_

Address: \_\_\_\_\_

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

State: \_\_\_\_\_

Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Check, Voucher or PO #: \_\_\_\_\_ Total Amount of Order: \$ \_\_\_\_\_

**Thank you for your order. Please direct all inquiries to  
Becky Wright**

**at (609) 695-3481, ext. 110 or [bwright@njslom.com](mailto:bwright@njslom.com)**

---

\*If you would like to be removed from receiving faxed advisories please contact Shirley Cade at [scade@njslom.com](mailto:scade@njslom.com) or 609-695-3481 ext. 114 with the name of your municipality and fax number. Thank you.

Please be advised that the information you receive is not legal advice. You must consult your town attorney to make sure that any of the material you receive is in accordance with current state law and your particular

facts and situation.

Please be advised that the New Jersey State League of Municipalities is subject to the New Jersey Open Public Records Act. As such, any email sent or received by the League may be subject to a records request.

New Jersey League of Municipalities  
222 West State Street, Trenton, NJ 08608  
609-695-3481

Click [here](#) to forward this mailing with your personal message.

This email was sent to: **clerk@mtolivetwp.org**  
This email was sent by: **New Jersey League of Municipalities**  
222 West State Street, Trenton, NJ 08608

Click [here](#) to leave this mailing list.