The logo of the Missouri City Clerks and Finance Officers Association (MCCFOA) is centered within a red circle. The logo itself is a blue circle containing a white outline of the state of Missouri, surrounded by the text "MISSOURI CITY CLERKS AND FINANCE OFFICERS ASSOCIATION" in a circular arrangement.

**SPRING INSTITUTE  
2025**



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# TABLE OF CONTENTS

---

**About Us** **2**

---

**Schedule Overview** **3**

Pre-Conference Sessions **3**

Spring Institute **4**

---

**Session Details** **5**

---

**Sponsors** **10**

---

**Conference  
Center Map** **11**

---

**Speaker Bios** **12**

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# About Us



The Missouri CCFOA provides its members with on-going educational opportunities designed to assist them in the performance of their daily job responsibilities and equip them to face the future with confidence. The Missouri CCFOA hosts certification programs and provides support to its members to impart standards of quality and integrity to the profession, and to improve the methods and procedures which meet the needs of the public as efficiently and effectively as possible.

# Schedule Overview:

## Pre-Conference Sessions

TIME	SESSIONS	Date
9:00 am - 12:00 pm	Master Academy: Recharge, Reset and Rise: How well-being in public service changes everything!	Sunday, March 9th
1:00 pm - 5:00 pm	Master Academy: Aspirational Leadership: How to elevate your impact in public service	Sunday, March 9th
8:00 am - 10:00 am	New Clerks: Sunshine Law 101, part 1	Monday, March 10th
8:30 am - 12:00 pm	Master Academy: Government Leadership Lessons From HOLLYWOOD	Monday, March 10th
10:15 am - 12:00 pm	New Clerks: Sunshine Law 101, part 2	Monday, March 10th
1:00 pm - 3:00 pm	New Clerks: New Clerk Training, part 1	Monday, March 10th
1:00 pm - 4:30 pm	Master Academy: Embracing Your Work-Life "Mix" With Higher Quality & Less Stress	Monday, March 10th
3:15 pm - 5:00 pm	New Clerks: New Clerk Training, part 2	Monday, March 10th

# Schedule Overview:

## Spring Institute

TIME	SESSIONS	Date
8:00 am - 9:45 am	6 High Performance Habits for Moving the Needle Forward	Tuesday, March 11th
10:00 am - 11:45 pm	Utilizing AI and Social Media for Municipal Success	Tuesday, March 11th
1:00 pm - 2:45 pm	Train to Retain	Tuesday, March 11th
3:00 pm - 4:45 pm	Electronic records, policies, and disasters	Tuesday, March 11th
8:00 am - 9:45 am	MemberClicks/Certification (not for IIMC points)	Wednesday, March 12th
10:00 am - 11:45 pm	Emergency Management/Disaster	Wednesday, March 12th
1:00 pm - 2:45 pm	Interview Skills/Employee Evaluations	Wednesday, March 12th
3:00 pm - 4:45 pm	Municipal Bond Financing and Economic Development Tools	Wednesday, March 12th
8:00 am - 9:45 am	Budgets/Audits	Thursday, March 13th
10:00 am - 11:45 pm	Fundamentals of Municipal Government	Thursday, March 13th



# Session Details

## Master Academy:

### Recharge, Reset and Rise: How well-being in public service changes everything!

In the fast-paced world of public service, City Clerks are expected to balance demanding workloads, public expectations, and evolving community needs, all while maintaining their well-being. This half-day workshop, "Recharge, Reset, and Rise!" is designed to help City Clerks break free from burnout, restore mental clarity, and build sustainable habits that foster resilience, elevate leadership performance, and support long-term well-being.

This workshop combines cutting-edge research and practical strategies from leading experts in well-being, resilience, and habit formation, including Dr. Jon Kabat-Zinn (mindfulness and stress reduction), Arianna Huffington (well-being and redefining success), Kelly McGonigal (the science of stress), Dr. Sharon Grossman (burnout prevention), and James Clear (habit formation from Atomic Habits). Participants will explore actionable tools to not only recover from stress and fatigue but to thrive and rise stronger, with renewed energy and purpose in their leadership roles.

9:00 am - 12:00 pm, Sunday, March 9th

Speaker: Dr. Tim Crowley

## Master Academy:

### Aspirational Leadership: How to elevate your impact in public service

In public service, true leadership means more than managing tasks. It's about leading with purpose, building trust, and handling difficult situations with confidence. This half-day immersive training designed specifically for City Clerks, will provide actionable strategies to enhance leadership, foster trust, drive organizational change and success in the face of challenges. The interactive workshop draws on the insights of leadership giants like Kouzes and Posner, Stephen Covey, John Maxwell, and Brené Brown. You'll learn how to cultivate an authentic leadership style that not only inspires confidence and collaboration, but also equips you with the tools to navigate difficult conversations, manage resistance to change, and work effectively with challenging co-workers or customers. Topics covered include emotional intelligence, communication techniques and leadership strategies. You'll discover how to inspire a shared purpose, manage tough dynamics, and elevate your influence as a City Clerk.

1:00 pm - 5:00 pm, Sunday, March 9th

Speaker: Dr. Tim Crowley

## New Clerks:

### Sunshine Law 101 (part 1)

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 Law. If time allows, we will also discuss ethics and conflict of interests and local government authority and limitations.

8:00 am - 10:00 am, Monday, March 10th

Speaker: Lyndee Fritz

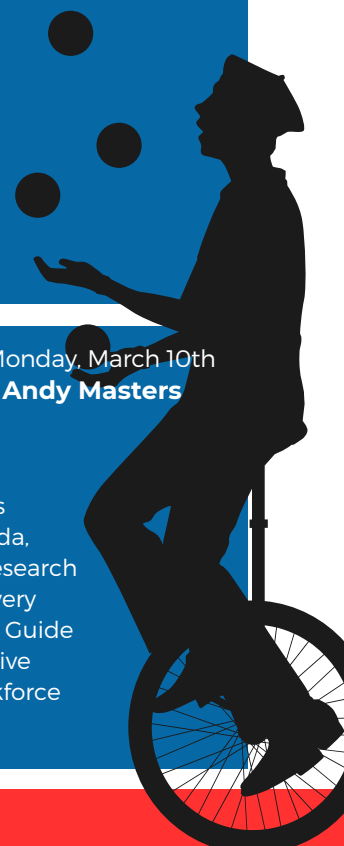
## Master Academy:

### Government Leadership Lessons From HOLLYWOOD

Award-winning author and Leadership expert Andy Masters creatively uses the magical imagery of Hollywood to help City Clerks and Municipal leaders DEVELOP and EMPOWER their organizations in a POSITIVE work culture—while defeating the current succession planning and staffing crisis. Participants analyze leadership challenges from license-protected scenes from movies such as The Devil Wears Prada, Apollo 13, The Iron Lady—and even Office Space and X-Men. This unique program also cites the latest research from Harvard Business Review, Deloitte, and Glassdoor to provoke REAL organizational change from every attendee. Powerful leadership principles are based on Andy's latest book "Things LEADERS Say: A Daily Guide to Help Every Leader Empower & Inspire." Andy's program provides attendees with not only an interactive multi-media experience, but also with immediate "take-home" action items to embrace our NEW workforce revolution in today's Government work environment.

8:30 am - 12:00 pm, Monday, March 10th

Speaker: Andy Masters



# Session Details

## **New Clerks: Sunshine Law 101 (part 2)**

10:15 am - 12:00 pm, Monday, March 10th  
**Speaker: Lyndee Fritz**

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 Law. If time allows, we will also discuss ethics and conflict of interests and local government authority and limitations.

## **New Clerks: New Clerk Training (part 1)**

1:00 pm - 3:00 pm, Monday, March 10th  
**Speakers: Joann Cova, Leesa Ross**

Experienced Clerks JoAnn Cova and Leesa Ross will go over the basics of being a City Clerk which include the various types of governments; the role of a city clerk; boards and commissions; agendas, minutes, ordinances, and resolutions. The presentation will conclude with a basic summary of the rules of parliamentary procedure and common mistakes made regarding those rules. This session will be comprised of clerks who have only been around for a year or two, brand new clerks, and some who are just about to become a clerk, so please feel comfortable asking questions and get involved in the discussions.

## **Master Academy: Embracing Your Work-Life "Mix" with Higher Quality & Less Stress**

1:00 pm - 4:30 pm, Monday, March 10th  
**Speaker: Andy Masters**

Due to the Great Resignation, staffing crisis, and low morale, Government employees have suffered through tremendous change and challenges. Never before have City Clerks been asked to wear so many hats-and "do more with less"-while balancing the challenges of both work and life. Join national Author/Speaker Andy Masters for this timely, interactive, and impactful program which truly helps attendees positively embrace the changes in our new world reality-in both work and life.

- Be a light of positivity and solutions during stressful and turbulent times.
- Decrease anxiety by focusing only on those things which you can control.
- Become a master of focus, prioritization, and "strategic procrastination".
- Be intentional with your time with what is most important in your life, and career.
- Engage Andy's mantra "either you control your schedule, or your schedule controls you".

Andy also illustrates the life-changing "YES/NO" principle to inspire audiences to focus the most quality time possible on the activities which are most rewarding for YOU. Andy's positive and entertaining program provides specific tools you can apply immediately to recharge, refocus, and happily embrace our new world reality in both work and life.

## **New Clerks: New Clerk Training (part 2)**

3:15 pm - 5:00 pm, Monday, March 10th  
**Speaker: Joann Cova, Leesa Ross**

Experienced Clerks JoAnn Cova and Leesa Ross will go over the basics of being a City Clerk which include the various types of governments; the role of a city clerk; boards and commissions; agendas, minutes, ordinances, and resolutions. The presentation will conclude with a basic summary of the rules of parliamentary procedure and common mistakes made regarding those rules. This session will be comprised of clerks who have only been around for a year or two, brand new clerks, and some who are just about to become a clerk, so please feel comfortable asking questions and get involved in the discussions.

# Session Details

## Six High Performance Habits for Moving the Needle Forward

8:00 am - 9:45 am, Tuesday, March 11th  
**Speaker: Amy Ramsey**

In "Six High-Performance Habits for Moving the Needle Forward," Certified High-Performance Coach Amy Ramsey shares practical strategies to help professionals break through barriers and make meaningful progress. This session focuses on six key habits—Clarity, Focus, Energy, Productivity, Influence, and Courage—that are essential for achieving success both personally and professionally. Participants will gain tools to eliminate distractions, make confident decisions, and inspire those around them, all while staying true to their core values. With a blend of evidence-based practices and a heart-centered approach, Amy provides a clear and actionable roadmap for enhancing leadership and sustaining momentum.

## Utilizing AI and Social Media for Municipal Success

10:00 am - 11:45 am, Tuesday, March 11th  
**Speaker: Dawn Monroe**

In the rapidly evolving digital landscape, municipal clerks must leverage advanced tools to enhance community engagement and streamline administrative tasks. This session explores the intersection of artificial intelligence (AI) and social media, focusing on practical applications that support the municipal clerk's role. Attendees will learn how to utilize AI-driven tools to optimize social media strategies, improve communication with constituents, and manage public records efficiently. The session will cover:

- AI Tools for Social Media Management: Understanding and implementing AI technologies to enhance social media presence
- Effective Social Media Strategies: Crafting compelling content for different platforms to engage and inform the community
- Data Analytics: Utilizing AI to analyze social media data for better decision-making and community insights

## Train to Retain: How Professional Development Impacts Your Bottom Line

1:00 pm - 2:45 pm, Tuesday, March 11th  
**Speaker: Dawn Monroe**

Join us as we delve into the critical connection between skill gaps and your company's financial health. Discover actionable insights on identifying, addressing, and mitigating skill gaps to bolster retention and drive profitability. Don't miss this opportunity to explore valuable strategies for training your workforce and maximizing your organization's return on investment.

- Learn Top Workplace Digital Skills
- Recognize Signs of a Skill Gap
- Analyze the Cost of an Untrained Workforce
- Plan and Deliver Effective Professional Development
- Calculate Your Return on Investment

## Electronic Record Management, Record Policy, and Disaster Recovery

3:00 pm - 4:45 pm, Tuesday, March 11th  
**Speaker: Lisa Janes**

A look at electronic records best practices, storage, and backups. Guidance and recommendations from Local Records regarding the use and maintenance of electronic records. The creation of a records management policy can help with physical and digital records management. We'll look at some of the steps to take when assessing your records management procedures. A refresher on disasters and how they can affect both your physical and digital records.



# Session Details

## MemberClicks/Certification

8:00 am - 9:45 am, Wednesday, March 12th

**Speaker: Renee Kingston & Melissa Mattson**

Curious about all things MemberClicks? This part of the session will assist you to maximize your use of the Clerks' website.

## Emergency Management/Disaster

10:00 am - 11:45 am, Wednesday, March 12th

**Speaker: Ted Martin & Ben Bonner**

Details coming soon.

## Interview Skills/Employee Evaluations

1:00 pm - 2:45 pm, Wednesday, March 12th

**Speaker: Steve Cohen**

In today's fast-paced hiring environment, you may only have one hour to interview a candidate. That single hour can lead to a great decision that enhances your organization—or a costly mistake that exposes your municipality to millions of dollars in liability. Join this training to learn practical strategies to improve your hiring decisions and elevate employee performance—creating a more effective and legally sound management process. In the first part of this session, you'll learn how to conduct legal, effective interviews that go beyond the typical interview questions that generally illicit predictable, rehearsed answers. In the second part of this session, you'll discover how to provide meaningful performance feedback that fosters excellence, inspires accountability, and sets your employees on the path to success.

## Municipal Bond Financing & Economic Development Tools

3:00 pm - 4:45 pm, Wednesday, March 12th

**Speakers: Sarah Granath, Stephanie Bogue, & Megan Miller**

The session will include three sections: (1) municipal bond financings, (2) economic development tools, and (3) reporting requirements. The first section will include an introduction to municipal financing tools, including general obligation bonds, limited general obligation bonds, revenue bonds and lease-purchase obligations. For each financing option, the session will cover the types of projects available to be financed, constitutional and statutory limits and authority, approval requirements, nature of security, and repayment options. The second section will include an introduction to economic development tools, including Chapter 100 abatement, reimbursement agreements, tax increment financing, community improvement districts, and transportation development districts. For each tool, the session will cover statutory authority, nature of the incentive, implementation requirements, and ongoing requirements throughout the life of the incentive. The third section will include reporting requirements, including common annual reporting requirements for municipal obligations. The discussion will cover the reason and authority for the requirements, information typically included, deadlines and responsibilities, and the impact of failing to comply with the requirements.

# Session Details

## Budgets/Audits

8:00 am - 9:45 am, Thursday, March 13th

**Speaker: Tammy Alsop**

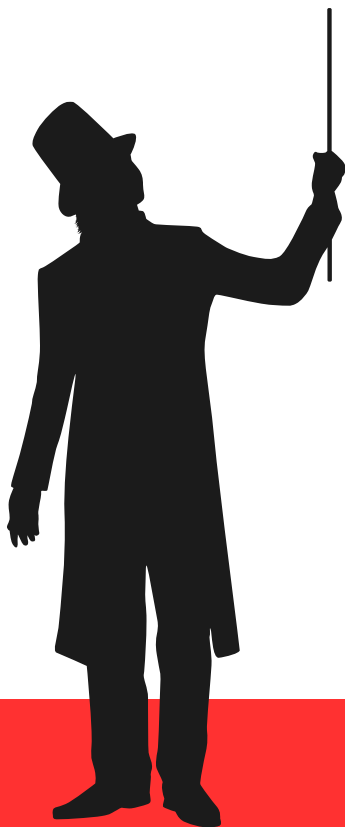
Details coming soon

## Fundamentals of Municipal Government

10:00 am - 11:45 am, Thursday, March 13th

**Speaker: Allen Garner**

This session will explore the role of local government, especially focusing on the role of the city clerk. The session will cover an overview of sources of power and funding in federal, state and local government, the differences between statutory and charter cities, the importance of the Missouri Sunshine Law and the role of the city clerk in adhering to it, and the purposes and importance of ordinances in city government. The session will cover the implications of the Hancock Amendment to municipalities and Dillon's rule as it relates to statutory cities. The session will also address the recent First Amendment Audit movement, and the role and use of artificial intelligence (AI) in municipal governments.



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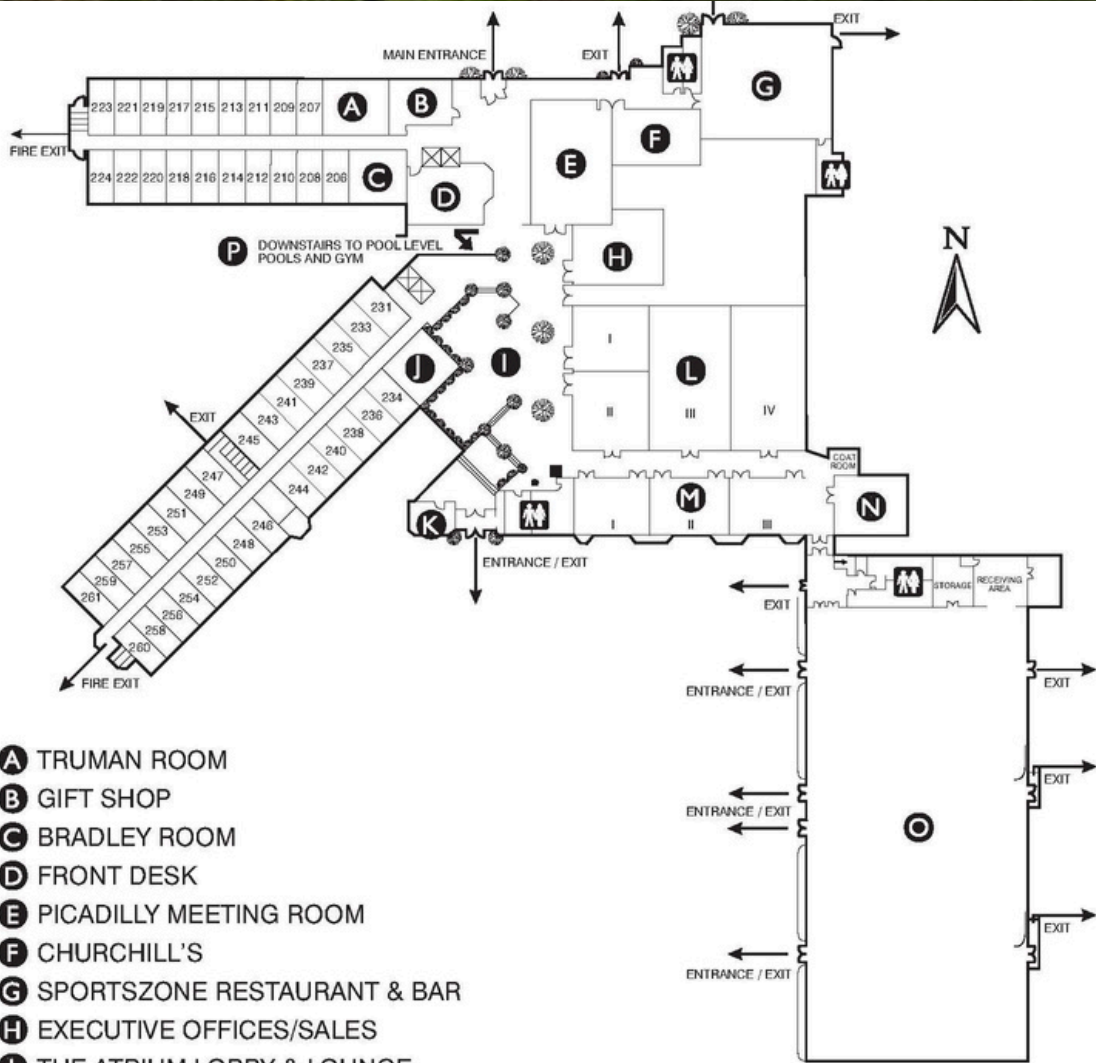
**Open Gov**

**Stronghold Data**

## Bronze Sponsors

**Civic Review, Gworks, ICC Community Development, Missouri American Water  
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# Conference Center & Map



- A** TRUMAN ROOM
- B** GIFT SHOP
- C** BRADLEY ROOM
- D** FRONT DESK
- E** PICADILLY MEETING ROOM
- F** CHURCHILL'S
- G** SPORTSZONE RESTAURANT & BAR
- H** EXECUTIVE OFFICES/SALES
- I** THE ATRIUM LOBBY & LOUNGE
- J** EXECUTIVE BOARD ROOM
- K** HAIR SALON
- L** WINDSOR BALLROOM
- M** PARLIAMENT BALLROOM
- N** THE POLO ROOM
- O** COLUMBIA EXPO CENTER
- P** POOLS & GYM
- RESTROOMS

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# Speaker Bios

Alphabetically by Last Name



## Tammy Alsop

Partner at Sikich

< Bio Text >

Bio coming soon



## Stephanie Bogue

Attorney at Gilmore & Bell, P.C

Stephanie A. Bogue is an associate of the firm in the St. Louis office. Ms. Bogue was admitted to the Missouri Bar in 2018 after graduating from the Saint Louis University School of Law (magna cum laude). During law school, Ms. Bogue won six Academic Excellence Awards and was named a Mel Friedman Fellow in Real Estate Law. She has since been elected to the Woolsack Honor Society. Prior to attending law school, Ms. Bogue graduated from the University of Missouri-Kansas City with a B.S. in Mathematics and Statistics.



Image coming  
soon

## Ben Bonner

Branson, MO

< Bio Text >

Bio coming soon



## **Steve Cohen**

**Principal, Lead HR Consultant at HR Solutions On Call**

Steve M. Cohen specializes in human resources management and consulting. Specifically, he acts as the human resources officer for organizations that do not have designated full-time HR staff, or he acts as "bench strength" for completed mediation assignments, executive search assignments, conducted audits and prevention-oriented training in the areas of sexual harassment, the ADA, and EEOC in general. He has published and been featured in articles on the topics relating to management, sexual harassment prevention, the need for diversity in the workplace, employee training, and motivation. He has also designed and presented courses for more than 20 years in a full variety of settings. His consulting experience covers associations, banking, governmental, health care, manufacturing and service settings.



## **Joann Cova**

**MMC, MPCC (City Clerk Maryland Heights)**

JoAnn Cova is the City Clerk for the City of Maryland Heights in St. Louis County. She has earned the Master Municipal Clerk, Missouri Professional City Clerk, and Certified Public Official designations. JoAnn began her municipal government career in 1979 with the City of Overland, Missouri and was then hired as Administrative Assistant to the Director of Planning when the City of Maryland Heights was incorporated in 1985. JoAnn was a Planning Assistant with the City when the position of Deputy City Clerk opened in 2002. She was promoted to that position and then appointed as City Clerk in 2010. This year will be JoAnn's 40th year with the City of Maryland Heights. She has served as Treasurer, Secretary, Vice President and President of the MoCCFOA Eastern Division. She has chaired and served on many committees in both the State MoCCFOA and Eastern Division. JoAnn is currently serving on the Planning Committee for IIMC 2025 Conference in St. Louis.



## **Dr. Tim Crowley**

**Keynote Speaker. Crowley Leadership Group**

Dr. Tim Crowley is a sought out motivational speaker, leadership and workplace culture expert. His warmth and credibility, plus his lively sense of humor create a captivation presence. As a keynote speaker, he does more than entertain. He galvanizes, teaches, and inspires! He connects with audiences on many levels with a relevant message that resonates beyond the stage. Dr. Tim customizes every keynote presentation to fit the needs of the specific client and audience and speaks at a wide range of events including conferences, conventions, retreats, annual meetings, and more!



## Lyndee Fritz

**Government & Education Attorney at Lashly & Baer, P.C.**

Ms. Fritz is licensed to practice before the Supreme Court of Missouri and Illinois. She focuses her practice primarily in the representation of governmental and public institutions, with a particular emphasis on land use and municipal issues. Lyndee's experience includes the drafting and interpretation of professional service agreements, lease agreements and cooperative agreements between political subdivisions, preparing ordinances and resolutions for a variety of governmental entities, litigation, and advising public entities as to the scope of their legal authority. She has a L.B.A. degree in political science, (cum laude), from the University of Missouri - St. Louis and a J. D. from Saint Louis University School of Law,



## Allen Garner

**Sole Proprietor of Allen Garner Law, LLC**

Allen is engaged in the practice of law with an emphasis on local government, labor, corporate governance, and mediation. He provides general risk management advice and solutions particularly as it relates to units of local government. Mr. Garner has served municipalities of all sizes throughout his practice and has been a municipal judge, municipal prosecutor, assistant county prosecutor, 18 years as the city attorney in Jefferson City, a special counsel, and served on several boards. Currently he acts as the legal advisor to the MML, serves as the city attorney for Glenaire, and takes on special projects for various other municipalities and non-profit organizations.



## Sarah Granath

**Attorney at Gilmore & Bell, P.C**

Sarah E. Granath is an associate of the firm in the Kansas City office. Ms. Granath serves as bond counsel to cities, counties, school districts and other municipal borrowers. Additionally, she advises various local governments on incentivized economic development projects. Ms. Granath was admitted to the Missouri Bar in 2019 and the Kansas Bar in 2020. She received her B.A. degree (summa cum laude) from the University of Missouri - Kansas City in 2016 and her J.D. (magna cum laude) from the University of Missouri - Kansas City in 2019, where she served as a Comment Editor for the UMKC Law Review. Ms. Granath is a member of the Missouri and Kansas Bar Associations.

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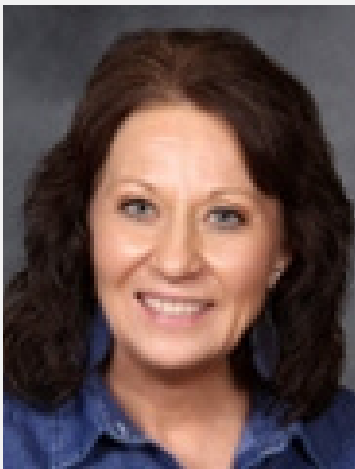
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## **Lisa Janes**

**MLIS, Administrative Archivist, MO Secretary of State Office**

Since March 2020, Lisa Janes has been with the Missouri Secretary of State as an Administrative Archivist. Before that she was a Field Archivist for the Secretary of State from November 2016 through March 2020, and a Library Technician with Cox Health from 2008 to 2016. Lisa holds a Master of Library & Information Science from San Jose' University.



## **Renée Kingston**

**Asst. City Admin. & City Clerk for Camdenton, MO**

Renée Kingston, CMC/MRCC - Renée has been with municipal government since 1992 and was a federal government employee prior to that time. Renée started her municipal government career with the City of Osage Beach, Missouri in 1992 and then moved to the City of Camdenton, Missouri in 1997 as the Finance Officer. She was promoted into the City Clerk position in July 2009. Renée assumed additional responsibilities as Assistant City Administrator as well as continuing her duties as City Clerk in November 2019. She served as President of MoCCFOA in 2020 and remains active on several committees.



## **Ted Martin**

**Fire Chief, Branson, MO**

Image coming  
soon

Bio coming  
soon





## Andy Masters

**Master Performance Improvement, Inc., Author & Speaker**

Andy Masters is an award-winning author and international speaker who has written 5 books, earned 4 degrees, and presented hundreds of Leadership, Sales/Service, & personal development programs. Andy's books include "Things LEADERS Say: A Daily Guide to Help Every Leader Empower & Inspire," and his award winning business humor book "Kiss Your Customer: 77 Reasons Why Sales & Service Are Just Like Dating & Relationships". He has been featured on many national media outlets, including LifeTime Television, Investor's Business Daily, and Leadership Excellence magazine. Andy is also a favorite among meeting planners, as he has presented for over a dozen events for Meeting Professionals International (MPI).



## Melissa Mattson

**Deputy City Clerk & Collector for Albany, MO**

Melissa Mattson has a degree in Political Science from Northwest Missouri State University, in Maryville, MO. After an internship with Congresswoman Pat Danner in Washington DC, Melissa worked in the banking industry for over 9 years before entering public service as the Deputy Clerk for the City of Albany in 2007. Melissa has served on & chaired several MoCCFOA committees including: audit, budget, by-laws, membership, nominating, outstanding clerk, and oversight. Melissa has been a Northwest Division officer and Director. Melissa is currently the Certification committee Chairperson as well as MoCCFOA Secretary.



## Megan Miller

**Attorney at Gilmore & Bell, P.C**

Megan E. Miller is a shareholder of the firm in the Kansas City office. Ms. Miller was admitted to the Missouri Bar in 2015. She received her B.S. degree in Agricultural Economics, Emphasis in Public Policy & Communication (cum laude) from the University of Missouri, Columbia, Missouri in 2012 and her J.D. (cum laude) from the University of Missouri - Kansas City School of Law in 2015, where she served as a staff member of the UMKC Law Review and Managing Editor of The Urban Lawyer. She also served as a Teaching Assistant in the Legal Writing Program; was a member of the Student Bar Association and was a Law School Emissary. She was a member of Phi Delta Phi.

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## Dawn Monroe

Owner/Training Provider at Dawn Monroe Training

Since the mid-'90s, Dawn has been active with corporate education and training. She translates technical concepts in a simplified, fun way to empower business professionals with new skills. Her experience includes a wide range of corporate training with many different software products and versions, as well as five years as an adjunct instructor at a local community college. You can find her zooming from Wichita, KS, speaking at community events, participating in conferences and supporting clients virtually around the globe!



## Amy Ramsey

Motivational Coach, Owner/Proprietor of The Fit Soul

Amy is a faith-based motivational coach who works with female clients to help them find their higher purpose and potential in life. "My passion for serving and encouraging others to embrace their calling coupled with my empathy from previous life experiences have given me the ultimate pathway to lead others in the freeing journey to finding pure joy," she says. She encourages her clients by assisting them clarify their life calling, find direction and higher purpose, break free of baggage, unleash new confidence, choose joy, create healthy habits, and more. Her philosophy is, "you only get to live this life once, so why not maximize it?!"



## Leesa Ross

City Clerk, City of Frontenac, MO.

Leesa has been employed by the City of Frontenac since February 1991, holding the positions of police dispatcher, court clerk and her current position of City Clerk. She has also served the Missouri City Clerks and Finance Officers Association in the eastern division as an officer. She served as President of the Missouri City Clerks and Finance Officers from May 1, 2017 until April 30, 2018. She currently serves as Eastern Division Director and was awarded the Outstanding City Clerk 2024 by the Missouri City Clerks and Finance Officers Association!