ABOUT THE SPEAKERS

Lead Moderator Jannette Goodall, CMC, TRMC, CRM • City Clerk, City of Austin

Topics: "Records Management 101," "Electronic Records"

Jannette Goodall, MMC, TRMC, CRM, is the City Clerk for the City of Austin. Prior to her appointment as City Clerk she was the City Records Manager since 2001. She has over 29 years of Records and Information Management experience.

In addition to the City of Austin, her career has included working with the Illinois State Archives, University of Washington in Seattle, and the Utah State Archives. She is a Master Municipal Clerk, a Texas Registered Municipal Clerk, and a Certified Records Manager. She also serves as a trustee on the Texas Municipal Clerk Association executive board, serves as the vice-chair for the International Institute of Municipal Clerks Records Management Committee, and is a local government representative on the National Association of Government Archivist and Records Administrators Board.

Karen Adkins • Emergency Management Coordinator, City of McKinney

Topic: "Records & Emergency Management/Disaster Recovery"

For the past fourteen years Karen Adkins has been the Emergency Management Coordinator for the City of McKinney. Prior to this she worked for the City of Irving. Ms. Adkins also serves as the secretary on the board of directors for the Emergency Management Association of Texas. Ms. Adkins earned her Bachelor of Science Degree in Emergency Administration and Planning from the University of North Texas. She was recognized as an Outstanding Alumna of the program.

Russell Haddock, TRMC • Territory Manager, MCCi

Topic: "Electronic Records"

Russell Haddock is a Territory Leader with MCCi/Laserfiche covering the Southwest, and offices out of Fort Worth. After graduating from Baylor University, Russell served as an IT Project Manager with the City of University Park, where he was instrumental in their Electronic Records Management endeavors. For the past thirteen years, Russell has been on the consultant side, working with other government agencies to recommend solutions and automate processes, all with the simple goal of stopping paper creation. As the great Jedi Master Yoda once said, "Do or do not, there is no try."

Thomas H. Harris III, TRMC • Interim City Secretary, City of Sugar Land

Topic: "Capturing & Retaining Social Media Records"

Thomas Harris, III, a native Houstonian, is a graduate from Texas A&M University where he received a degree in Management Information Systems from the College of Business. He is also a Texas Registered Municipal Clerk. He served as deputy city secretary for the City of Lubbock from 2008-2016. Thomas currently serves as assistant city secretary for the City of Sugar Land.

Mr. Harris has been involved with numerous local and statewide boards and commissions, served as program manager for a community and economic development corporation, and is an active supporter of his alma mater.
Traci Henderson, TRMC • Assistant City Secretary, City of North Richland Hills

*Topic: “Capturing & Retaining Social Media Records”*

Traci is the Assistant City Secretary for the City of North Richland Hills, where she helps departments manage their records to improve their ease of access and retention compliance.

Traci received her TRMC Certification in 2011. She has 13 years of municipal experience and knows that managing and maintaining city records not only makes life easier for directors, legal, and staff, but it also helps preserve the rich history of the city. Traci recently implemented a paper-lite initiative human resources, transitioned to electronic filing with Tarrant County, and initiated new reporting to assist utility billing with repetitive open records requests.

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Ryan Hunt • Communication Coordinator—Social Media, City of Arlington

*Topic: “Social Media Policy”*

Ryan Hunt has entered the world of city government after spending time in TV news. A 2011 graduate of Virginia Tech, Ryan has a degree in communications. He joined WSLS, the NBC affiliate in Roanoke, Virginia, out of college and spent three years there as a news producer. In 2015 he received a Capital Emmy nomination for his work as an evening news producer. He moved to Arlington in 2014, where he began serving as the Social Media Manager for the City of Arlington’s Office of Communication. He currently oversees the City’s Facebook, Twitter, Instagram, Nextdoor, and LinkedIn pages. Ryan also produces video content for the city’s government cable channel and writes articles for the City’s news site, MyArlingtonTX.com. In February 2016 Ryan helped the city receive its status as a Film Friendly certified community by the Texas Film Commission, and he serves as Arlington’s point of contact for filmmakers looking to bring their projects to The American Dream City. Ryan oversees the annual award submissions for the City of Arlington’s Office of Communication. The team has been the most awarded group in both the state and the nation since 2015, with 21 City-County Communications: Marketing Association (3CMA) national awards and 40 Texas Association of Municipal Information Officers (TAMIO) state awards.

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Heather Lockhart • Assistant City Attorney, City of Austin

*Topic: “Capturing & Retaining Social Media Records” (Moderator)*

Heather Lockhart is an Assistant City Attorney for the City of Austin in the Open Government, Ethics, & Compliance Division. Prior to joining the City of Austin, she served as Assistant General Counsel at the Texas Municipal League. She has presented on open government, social media, and ethics issues before city officials and attorneys across the state.

She graduated cum laude with a Bachelor's Degree from The University of Florida, and she holds a J.D. with honors from The University of Texas School of Law.

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Sherry Mashburn, TRMC • Consulting City Secretary, Bojorquez Law Firm, PC

*Topic: “Electronic Records”*

Sherry Mashburn, TRMC, retired from the City of College Station in August 2017; she was appointed City Secretary for the City of College Station in August 2010. She began her municipal career in the City of Katy, where she served as the Tax Assessor-Collector. In 1999 she was appointed the City Secretary for the City of Bee Cave, and also served as the Director of Human Resources. In 2008 she accepted the position of City Clerk for the City of San Marcos.

Sherry earned the Texas Registered Municipal Clerk Certification in 2002 and is currently enrolled in her fourth recertification program. She has been a member of the Texas Municipal Clerks Association, Inc., since 1999, and a member of the International Institute of Municipal Clerks since 2001. She attained her designation as Certified Municipal Clerk from IIMC in 2003 and her designation as Master Municipal Clerk in 2008. She became a Fellow in the Athenian Leadership Society in 2013.

Sherry joined the “Step-by-Step” Election Law Seminar team of instructors in 2003. In July 2004 Sherry was appointed to the Open Records Steering Committee to represent all Texas cities. In April 2006 she was appointed to the City/County Ad Hoc Committee on HAVA Implementation, and in April 2012, she was appointed as the TML representative on the TSLAC Local
Mary Peters • Public Information Officer, City of North Richland Hills

Topic: “Capturing & Retaining Social Media Records”

Mary Peters has served as Public Information Officer for the City of North Richland Hills since 2004, overseeing the city’s print and digital communications, government access channel, and media relations.

She began her municipal career as Communications/Media Relations Coordinator for the City of Tyler. Prior to that she worked for seven years as a newspaper reporter covering government and politics at the local and state level. Mrs. Peters holds a Bachelor of Journalism from the University of Texas at Austin. She is a member of the Texas Association of Municipal Information Officers, the City-County Communications & Marketing Association, and the Government Social Media Organization.

Alicia Richardson, TRMC • City Secretary, City of North Richland Hills

Topic: “Capturing & Retaining Social Media Records”

Alicia is known to her colleagues as a “records geek.” She has worked in local government—City Secretary’s Office—for almost 20 years. In her quest to tackle the phenomenon of being everywhere at one time to provide superior support to her City Council, City Manager’s Office, and the public, she collaborates with information technology to automate processes that make her bosses and the city look good and run efficiently.

Alicia earned her TRMC Certification in 2002 and her Certified Municipal Clerk from the International Institute of Municipal Clerks in 2017. Alicia has been City Secretary of North Richland Hills since June 2014. Prior to joining the City of North Richland Hills, she served in the same capacity for the cities of Southlake and Highland Village.

Theresa Scott, TRMC • Town Secretary, Town of Flower Mound

Topic: “Electronic Records”

Theresa Scott has served as Town Secretary for the Town of Flower Mound (population 75,000 and 500 employees) for the past seven years. During her career, she has served in a variety of municipal government positions, totaling almost 20 years. She is currently working on her second TRMC certification and holds an MMC designation from IIMC.
**Jay Warren** • Director of Communication & Legislative Affairs, City of Arlington  
*Topic: “Social Media Policy”*

Jay Warren is an award winning journalist and communicator. He spent 20 years in broadcast news, the last 15 at the NBC affiliate in Roanoke, Virginia, where he was the primary anchor and senior political reporter. While there, Jay covered all of the major stories impacting Virginia and the nation including the 9-11 attacks and the shooting massacre at Virginia Tech. His work has been recognized with a Walter Cronkite Award for Individual Achievement and a national Peabody Award.

Jay, a proud graduate of TCU and Texas Tech, returned home in 2013 where he now serves at the Director of Communication & Legislative Affairs for the City of Arlington and an adjunct instructor at Texas Christian University. While at the city, he has overseen the creation and launch of a new municipal brand, a new website, and a new TV studio. This work has been recognized with more than a dozen state and national awards for their video production, branding, graphic design and website design.

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**Erica Wilson-Lang** • Government Information Analyst, Texas State Library and Archives Commission  
*Topics: “Records Management 101,” “Electronic Records,” “Social Media Considerations”*

Erica Wilson-Lang has worked for the Texas State Library and Archives Commission for over 17 years, joining the Records Management Assistance team as a Government Information Analyst in 2011 and being promoted to Senior Government Information Analyst in 2016. In that time, she has consulted on thousands of questions on records management and traveled the state to conduct presentations to teach about RM basics, emergency preparedness, and managing electronic records.

Erica received her BA in English from the University of Texas at Austin, and is currently working to earn her Certified Records Management credentials.