

About the Presenters

Jason Tuohy is a Senior Deputy Managing Editor at The Boston Globe, where he oversees digital platforms and audience engagement for the newsroom. He has been working at the Globe for the past 13 years, including leading online coverage of the 2008 presidential election and launching BostonGlobe.com in 2011. He is a graduate of the University of Massachusetts and holds a Master's degree from the Medill School of Journalism at Northwestern University.

Marianne Fleckner is currently the Director of Human Resources for the Town of Acton, where she's been since 2008. Before joining Acton, Marianne worked for the Commonwealth of Massachusetts for over 20 years in various administrative capacities for 11 State Agencies, specializing in mergers from a Human Resources standpoint.

Eric Heideman is the Assistant Town Manager for the Town of Westford. Prior, he was the Director of Facilities for the Town of Ashland for three years. He holds a Master's Degree in Facilities Management from Massachusetts Maritime Academy and a Master's Degree in Public Administration from Framingham State University.

Mike Wells has been the Director of Technology for the Town of Westford since 2012. He is a graduate of the University of London and has worked for the City of Gloucester as well as in Europe, in various IT, consulting and networking capacities.

Attorney Adam Simms is a graduate of Franklin & Marshall College and New York Law School and has been practicing law nearly 30 years, first in New York and now in Massachusetts. Mr. Simms is admitted to practice in the United States District Courts of Massachusetts and New York, the United States First Circuit Court of Appeals, the United States Second Circuit Court of Appeals, the Supreme Court of the United States, and in the state courts of Massachusetts and New York. Mr. Simms's specialty is in the defense of municipal and school liability, employment law, civil rights, and various constitutional claims.

Seth P. Berman leads Nutter's Privacy and Data Security practice group and is a member of the firm's White Collar Defense practice group. Corporations and their boards engage Seth to address the legal, technical, and strategic aspects of data privacy and cyber security risk. Prior to joining Nutter, Seth led the Boston, New York and Washington offices of a leading cybersecurity and digital forensics investigational consulting firm. A graduate of Princeton University and Cornell Law School, Seth is a recognized thought leader in cybersecurity and criminal law.

Will Brown is the Director of Operations for AllOne Health, New England Region. Will holds Master's degrees in social work and education, is a Licensed Independent Clinical Social Worker, and a Certified Employee Assistance professional. He is the founder of TeamWorks Institute, a consulting resource dedicated to helping organizations resolve workplace conflict through mediation and team building services.

Steven Bernstein is an Account Manager at AllOne Health EAP. There he provides organizational support to varied client organizations. Steven has been in the mental health and employee assistance fields for over a decade, combining his business and clinical interests. In his work, Steven looks to offer compassionate and effective solutions for various employee assistance challenges. Steven also maintains a small psychotherapy practice, specializing in couple's work.

MIIA and AllOne Health Present: 2018 Regional MIIA Conference

When The Professional: Becomes Too Personal: Boundaries In An Electronic World

Tuesday, April 3, 2018
8:30 am – 3:00 pm
**Westford Regency
Inn & Conference Center**



MIIA MASSACHUSETTS
BASED
MEMBER
DRIVEN

ALLONE
HEALTH

Agenda

8:30 am-9:00 am

Registration and Coffee

9:00 am-9:10 am

MIIA Welcome

9:10 am-10:15 am

Keynote Speaker: Jason Tuohey

The Boston Globe Deputy Managing Editor,

Express Desk & Audience Engagement

Drawing on his editorial and global awareness, Jason Tuohey will examine social media in today's day and age, while highlighting municipality's use of social media for promotional and communication purposes.

10:15 am-10:30 am

Break

10:30-11:00 am

MIIA Members On Their Social Media Policies

Town of Westford:

Eric Heideman, Assistant Town Manager

Mike Wells, Director of Technology

Town of Acton:

Marianne Fleckner, Human Resource Director

11:00 am-12:00 pm

Presenter: Attorney Adam Simms

Pierce Davis & Perritano LLP

Attorney Simms will speak on issues of legal liability arising from the use of social media by municipalities and public schools. Touching on themes of defamation, harassment, cyber-bullying, invasion of privacy, and the First Amendment, Attorney Simms will suggest ways to avoid and defend against such claims and actions.

12:00 pm-1:00 pm

Lunch

1:05 pm-2:15 pm

Presenter: Seth Berman,

Nutter McClennen & Fish LLP

Mr. Berman will address the legal, technical, and strategic aspects of data privacy and cybersecurity risks, discussing ways municipalities can prepare for and respond to data breaches, hacking, and other cyber attacks.

2:15 pm-3:00 pm

AllOne Health EAP, **“Tweets, Posts & Self-Care”**

Steven Bernstein, LMHC & Will Brown, LICSW

Wrap-up & Evaluations