



# Making Connections

## 2012 CAPIO Conference Agenda

Renaissance Palm Springs Hotel ☞ April 17 – 20, 2012

(Agenda as of February 7, 2012 – Subject to Change)

### Tuesday, April 17

TIME	SESSION/EVENT	LOCATION
11:00 – 5:00 PM	Conference Registration/Information Desk	Catalina Foyer
1:00 – 5:00 PM	Pre-conference Workshop <b>CRISIS COMMUNICATION TRAINING</b> <i>Kelly Huston, California Emergency Management Agency</i> <i>Michael Kleeman, University of California, Institute on Global Conflict and Cooperation</i>  Don't miss this extended in-depth session on Crisis Communication Training by two of the best trainers in the state. This workshop will prepare you to communicate effectively during a crisis in California's unique climate – both physical and political. Drawing from lessons learned from recent disasters and crisis communication research, this workshop will provide an introduction to useful crisis communication tools and the role of public officials during a disaster. The interactive multimedia program combines interviews with media experts, public officials, and members of the public to offer an overview of techniques for working with both traditional and new media during times of uncertainty. Come hear from the experts and go back to your agency prepared for the unexpected! (Session is free for full-conference registrants).	Mojave Learning Center
5:30 – 6:30 PM	Pre-Conference Board Meeting	Location TBD

### Wednesday, April 18

7:30 AM – 5:00 PM	Conference Registration/Information Desk	Catalina Foyer
7:30 AM – 9:00 AM	<b>Networking Continental Breakfast</b> <i>Sponsor Exhibits Open throughout the Day</i>	Ballroom Foyer
8:00 AM – 9:00 AM	<b>New Attendee Orientation</b> <i>Krista Noonan, CAPIO President</i>	Chino

9:00 AM – 10:15 AM	<b>Welcome</b> <i>Krista Noonan, CAPIO President</i> <i>Rachel McGuire, Conference Chair</i>	Mojave Learning Center
	<b>Opening Keynote</b> <b>MAKING CONNECTIONS AND COMMUNICATING EFFECTIVELY</b>	
10:15 AM – 10:30 AM	Coffee Break & Sponsor Exhibits	Ballroom Foyer
10:30 AM – 11:45 AM	Concurrent Breakout Session I <b>WOULD YOU FOLLOW ME IF I LIKE YOU?</b> <i>Tom Christensen, Communications Specialist, San Diego County Office of Communications</i> <i>Lisa Contreras, Group Communications Officer, San Diego County Health and Human Services Agency</i> How government agencies can connect with the public through social media. Learn how this engagement becomes critically important during emergency situations.	Mojave Learning Center
	Concurrent Breakout Session II <b>GREENLIGHTING YOUR IDEAS: WHAT GREAT LEADERS KNOW ABOUT STORYTELLING</b> <i>Julie Austin, CEO, Creative Innovation Group</i>	Pueblo
	Concurrent Breakout Session III <b>PUBLIC RELATIONS BEST PRACTICES</b>	Chino
11:45 AM – NOON	Sponsor Exhibits	Ballroom Foyer
NOON – 1:30 PM	Luncheon and Keynote Presentation <b>“CARMAGEDDON” I-405 FREEWAY CLOSURE PUBLIC OUTREACH CAMPAIGN</b> <i>Dave Sotero, Senior Public Communications Officer, Los Angeles County Metropolitan Transportation Authority</i> <i>Yvette ZR Rapose, Director of Construction Relations, Regional Communications Programs, Los Angeles County Metropolitan Transportation Authority</i>	Catalina
1:45 PM – 3:00 PM	Concurrent Breakout Session I <b>CASE STUDY: COORDINATED AGENCY RECOVER EFFORT (CARE) COMMUNITY OUTREACH CAMPAIGN FOLLOWING THE 2009 FIRES</b>	Mojave Learning Center
	Concurrent Breakout Session II <b>E-NEWSLETTERS: BEST PRACTICES AND NEW FRONTIERS</b> <i>Bob Brammer, Electronic Media Producer, City of Lakewood</i> <i>Scott Burns, Chief Executive Officer, GovDelivery</i> <i>Jason Reis, Client Account &amp; Business Development Manager, Civica Software</i>	Pueblo

	Concurrent Breakout Session III <b>EVENT SUCCESS, EVERY TIME</b>	Chino
<b>3:00 PM – 3:15 PM</b>	Refreshment Break & Sponsor Exhibits	Ballroom Foyer
<b>3:15 PM – 4:30 PM</b>	Concurrent Breakout Session I <b>A RANDOM ACT OF VIOLENCE: HOW SEAL BEACH RESPONDED TO THE WORST MASS SHOOTING IN OC HISTORY</b> <i>Sheri Benninghoven, APR, Principal, SAE Communications</i> <i>Sergeant Steve Bowles, Seal Beach Police Department</i> <i>John Pope, Media Relations Manager, Port of Long Beach</i>	Mojave Learning Center
	Concurrent Breakout Session II <b>PITCHING NEWS STORIES</b>	Pueblo
	Concurrent Breakout Session III <b>COMMUNITY ENGAGEMENT IN A DIGITAL WORLD</b> <i>Michael Ashford, Director of Sales Strategy, CivicPlus</i> The Internet changed considerably over the past decade, moving from a curiosity to a convenient source of information to a powerful interactive communication tool. Rapid evolution of online functionality has left many governments scrambling to find ways to utilize the technology and the platform that the Internet provides to better engage an ever-more physically detached population. In this presentation, Michael Ashford of CivicPlus looks at how trends in web functionality and expectations are changing how citizens receive information and demand interaction with their governments, and how governments can best equip themselves to capture their citizens' attention.	Chino
<b>4:30 PM – 5:30 PM</b>	Regional Breakout Meetings Led By Directors-At-Large	
	<b>Northern California</b> <i>Director-at-Large: Jamie Arno, Sacramento Metro Air Quality Mgmt. District</i>	Pueblo
	<b>Central California Combined Meeting</b> <i>Director-at-Large: Mike Conway, City of Merced</i>	Chino
	<b>Southern California</b> <i>Director-at-Large: Meggan Valencia, Rancho California Water District</i>	Mojave Learning Center
<b>5:30 PM – 7:00 PM</b>	<b>Opening Reception and Exhibitor Mixer with an “Ask the Experts” Open Discussion</b> <i>David Liebler, Director of Public Affairs &amp; Member Services</i> <i>California State Association of Counties (CSAC)</i>  <i>followed by “Restaurant Roundup” at 7:15 pm</i>	Ballroom Foyer

7:15 PM

**Restaurant Roundup**

*(Sign up for your selected restaurant at the Registration Desk before 2 pm. CAPIO will arrange for conference attendees to be seated together at the restaurant. Dinner charges are on your own. Restaurants are within walking distance. Reservations are made for 7:15 pm.)*

**Thursday, April 19**

7:30 AM – 5:00 PM	Conference Registration/Information Desk	Catalina Foyer
7:30 AM – 9:00 AM	<b>Networking Continental Breakfast</b> <i>Sponsor Exhibits Open throughout the Day</i>	Ballroom Foyer
9:00 AM – 10:15 AM	<i>Concurrent Breakout Session I</i> <b>PUTTING A HUMAN FACE ON GOVERNMENT: SPOTLIGHTING EMPLOYEES IN PUBLIC COMMUNICATIONS</b> <i>Sonja Wassgren Morgan, Principal Public Information Specialist, Orange County Sanitation District</i>	Mojave Learning Center
	<i>Concurrent Breakout Session II</i> <b>PUBLIC EXPECTATIONS FOR PUBLIC PARTICIPATION - HOW TO BRIDGE THE GAP</b> <i>Paula Roberts, Principal, Humanability Public Outreach &amp; Community Relations</i> <i>Lewis Michaelson, Vice President &amp; Managing Director, Katz &amp; Assoc.</i> <i>Pete Peterson, Executive Director, Davenport Institute at Pepperdine University</i>	Pueblo
	<i>Concurrent Breakout Session III</i> <b>WEBSITE BEST PRACTICES (S)</b>	Chino
10:15 AM – 10:30 AM	Coffee Break & Sponsor Exhibits	Ballroom Foyer
10:30 AM – 11:45 AM	<i>Concurrent Breakout Session I</i> <b>DEATH IN YOSEMITE: CONFIRMING THE TENETS OF CRISIS COMMUNICATION</b> <i>Scott Gediman, Assistant Superintendent for Public &amp; Legislative Affairs, Yosemite National Park</i>	Mojave Learning Center
	<i>Concurrent Breakout Session II</i> <b>WRITING FOR THE WEB</b> <i>Jason Karpf, Public Relations/Marketing Consultant; Adjunct Instructor</i>	Pueblo
	<i>Concurrent Breakout Session III</i> <b>EFFECTIVE COMMUNICATIONS WITH THE PUBLIC (S)</b>	Chino

11:45 AM – NOON	Sponsor Exhibits	Ballroom Foyer
NOON – 1:30 PM	<b>Luncheon, CAPIO Business Meeting and Keynote PUBLIC EMPLOYEE PENSION REFORM/MEASURES</b>	Catalina
1:30 PM – 1:45 PM	Sponsor Exhibits	Ballroom Foyer
1:45 PM – 3:00 PM	Concurrent Breakout Session I <b>CASE STUDY: BART'S BAD YEAR</b>	Mojave Learning Center
	Concurrent Breakout Session I <b>CONSTRUCTION AND PUBLIC WORKS PROJECT BRANDING SCORES BIG</b> <i>Scot Crocker, Managing Partner, Crocker &amp; Crocker</i>	Pueblo
	Concurrent Breakout Session III <b>THE PIO AT THE SCENE OF A MASS FATALITY (S)</b>	Chino
3:00 PM – 3:15 PM	Refreshment Break & Sponsor Exhibits	Ballroom Foyer
3:15 PM – 4:30 PM	Concurrent Breakout Session I <b>CITIZEN ENGAGEMENT THROUGH SOCIAL MEDIA</b>	Mojave Learning Center
	Concurrent Breakout Session II <b>STRATEGIZING YOUR WAY TO SUCCESS</b> <i>Sheri Benninghoven, APR, Principal, SAE Communications</i> <i>Scott Summerfield, Principal, SAE Communications</i>  Writing a Strategic Communications Plan can be fun and a wonderful professional challenge. It can also be daunting. This interactive session will help you become familiar with the concepts behind creating a Plan for your agency, covering all the steps necessary to start on and complete a tailored Plan. You'll leave with great handouts which will guide your efforts once back in the office.	Pueblo
	Concurrent Breakout Session III <b>ANATOMY OF AN OP-ED</b> <i>Jason Karpf, Public Relations/Marketing Consultant; Adjunct Instructor</i>	Chino
6:00 – 7:00 PM	<b>Awards Reception</b>	Poolside Terrace
7:00 – 9:00 PM	<b>Excellence in Communication Awards Gala and PIO Graduation</b>	Catalina

**Friday, April 20**

**8:00 AM – 9:00 AM**      **Award Winning Strategies Breakfast** – Come hear from the award winners about how they tackled their website, newsletter, special event or other special project and walk away with great ideas to take back to your office!      Andreas

**9:15 AM – 11:30 AM**      Board Meeting      Andreas

*Thank You for Joining Us!*  
*See you Next Year - San Francisco Bay Area – 2013!*